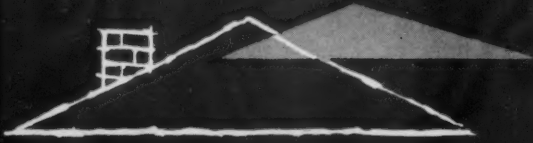


NOVEMBER 1960

13,000 copies this issue



SOUTHERN

BUILDING SUPPLIES

SERVING DEALERS AND WHOLESALERS IN 18 SOUTHERN STATES

SOUTHERN STATES

University Microfilms
313 No First St
Ann Arbor Mich 4

**HOW TO DEVELOP
A READY-MIX MARKET page 45**

Constant remodeling
theme sparks

Oklahoman's business
page 47

Christmas promotion
that creates
new charge customers
page 49

Tennessee wholesaler
'potentializes'
dealer ceiling sales
page 51

Ex-FHA head sounds
warning about
federal power growth
page 60



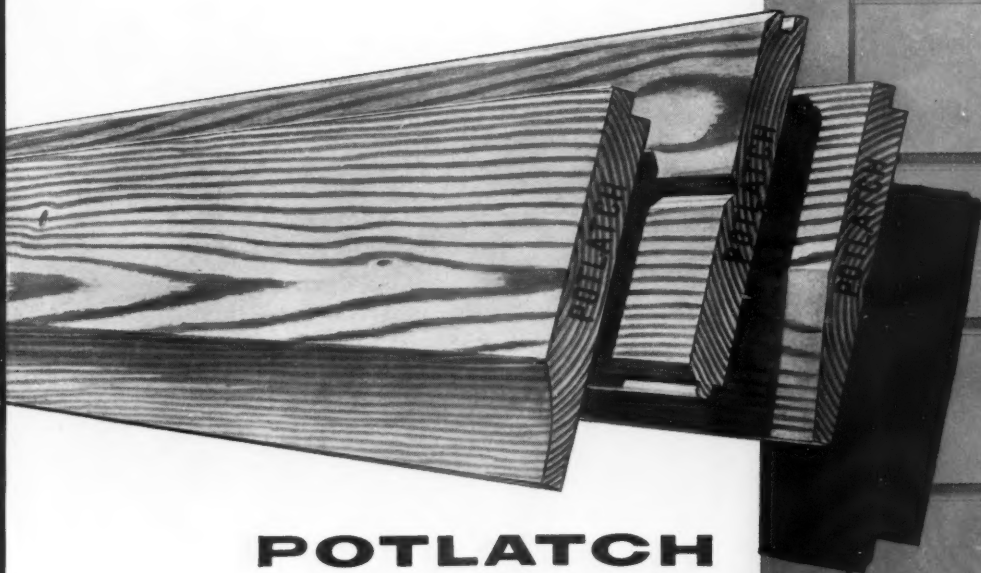
Symbol of Quality

pfi

Nothing in this world compares with Arkansas Soft Pine for siding. Its greater strength assures longer life. It holds nails with a bulldog grip. It is decay resistant. It does not shrink. It is uniform in size. It is economical. It takes and holds finishes evenly and smoothly. Its natural beauty of texture and grain impart individuality to the home.

Arkansas Soft Pine Siding by Potlatch is well manufactured, properly graded and exceptionally high in quality.

SIDING by Potlatch



**POTLATCH
FORESTS
INC.**

BRADLEY-SOUTHERN DIVISION
WARREN, ARKANSAS

Look To Potlatch For
Everything **In Lumber**



For your western lumber needs contact these PFI offices:
PITTSBURGH, PENN.
1615 Oliver Bldg.
KANSAS CITY, MO.
2007 Bryant Bldg.
DEER PARK, WASH.
Deer Park Ind., Inc.
CHICAGO, ILL.
20 N. Wacker Dr.
NEW BRUNSWICK, N. J.
Post Office Box 55
JACKSONVILLE, FLA.
4113 Longwood Rd.
LEWISTON, IDAHO
General Offices

build bigger profits with

UALCO LIFETIME ALUMINUM WINDOWS



The largest single purchase for any house is windows. The largest profits for you are from Ualco Windows. The Complete Line in all sizes and all styles are warehoused near you for immediate delivery in our own vast truck fleet.

- awning
- basement
- casement
- double hung
- glass block
- horizontal slide
- jalousie
- projected
- single hung
- verti slide
- ranch wall
- curtain wall*

* other styles and series on request.



SOUTHERN SASH

Sales and Supply Co., Inc.

Sheffield, Florence, Huntsville, Montgomery, Ala., Santa Ana, San Leandro, Calif., Fort Lauderdale, Tampa, Fla., Atlanta, Ga., Elizabeth, N.J., Canton, Ohio.
WRITE TO SOUTHERN SASH SALES & SUPPLY CO., INC., SHEFFIELD, ALA., FOR FREE PROFIT MAKING PLANS WITH UALCO.

the ideal metal roofing nail
SEALS ITS OWN HOLE!



DIXISTEEL

TRADE MARK

LEAD HEAD NAILS*

*Made under patent number 2077784



The ideal roofing nail in the ideal package—handy 50-pound Nail Caddy.

Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display DIXISTEEL Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

● **Free samples on request!**

Packed in 50-Pound Nail Caddy

EASY TO DISPLAY ● EASY TO HANDLE ● EASY TO STORE

ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA
P. O. Box 1714 • TRinity 5-3441

SOUTHERN BUILDING SUPPLIES

SERVING DEALERS AND WHOLESALERS IN 10 SOUTHERN AND SOUTHWESTERN STATES

November, 1960

Vol. 15 — No. 11

SID WRIGHTSMAN JR., *Editor*

PAT RIGSBEE, *Assistant Editor*

BARON CREAGER, *Southwestern Editor*
(6131 Luther Lane, Suite 208, Dallas 25, Tex.)

FIELD EDITORS

S. W. ELLIS Little Rock, Ark.	WENDELL GIVENS Birmingham, Ala.
C. THOMAS El Paso, Texas	BILL ABBOTT Tampa, Fla.
L. H. HOUCK Jefferson City, Mo.	HARRY J. MILLER Sarasota, Fla.
WARNER OGDEN Knoxville, Tenn.	RUEL McDANIEL Port Lavaca, Texas
RICHARD LANE Memphis, Tenn.	BEE REYNOLDS Springfield, Mo.

B. S. MILLER
Washington, D. C.

J. A. MOODY, *Production Manager*

CAROLYN B. WASHBURN, *Assistant Editor*
Directory Issue

H. REDFERN HOLLINS, *Director of Research*

Business Representatives

J. J. FELTON JR., *Business Manager*

Charlotte:

W. C. RUTLAND, P. O. Box 102, Gastonia, N. C.
Tel. University 7-7995.

Chicago:

ROBERT A. BLUM, 388 No. Michigan Ave., Chi-
cago 1, Ill. Tel. Central 6-6964.

Cleveland:

JOSEPH B. ROGERS, 16404 Southland Ave., Cleve-
land 11, Ohio. Tel. Clearwater 1-9063.

Dallas:

BARON CREAGER, 6131 Luther Lane, Suite 208,
Dallas 25, Texas. Tel. Emerson 3-1543.

Los Angeles:

WARREN R. CHRISTIAN, Box 39711, Griffith Park
Station, Los Angeles 39, Calif. Tel. Hollywood
2-1133.

New York:

WARREN V. SMITH, 41 Russell Road, Fanwood,
N. J. Tel. Fanwood 2-9292.

Pittsburgh-Buttalo Area:

J. D. PARSONS, 39 Atlantic Ave., Cohasset,
Mass. Tel. Evergreen 3-0712.

San Francisco:

FRED JAMESON, 821 Edinburgh St., San Mateo,
Calif. Tel. Diamond 3-8806.

Editorial and Business Offices

Tel. Trinity 4-4462

806 Peachtree Street, N.E.
Atlanta 8, Georgia

In This Issue

Louisianan Develops \$500,000 Ready-Mix Market . . .	45
Remodeling Theme Sparks Business	47
Christmas Promotion Creates Charge Customers . . .	49
Wholesaler Depicts Potential in Ceiling Tile	51
21-Step Formula for Bettering Publicity	52
Donna's Damage Underscores Building Needs	53
'Granddaddy' of Prefabricated Door Lite	54
Increasing Inventory Without Expanding Facilities . .	56
Panels Increase Profit, Decrease Expense	57
When 'Studs' Meant 'Horses'	59
Oklahoma Lumbermen's Assn. Convention	60

Regular Departments

Association Directory	4
Better Ways	5
S-B-Significant Trends	6
Industry News	10
Convention Calendar	19
Moving Up in the Industry	62
Manufacturer News	63
Product Parade	64
Silent Salesmen	81
Helpful Booklets Free	85
Strictly Wholesale	90
Dealer News	92
Advertisers Index	100

NBP

BPA

Published monthly by

W. R. C. SMITH PUBLISHING COMPANY
Charlotte, N. C., and Atlanta, Ga.

W. J. ROOKE, *Chairman of the Board*

RICHARD P. SMITH, *President and Treasurer*

FRANK P. BELL	<i>Vice-President</i>
JOHN C. COOK	<i>Vice-President</i>
E. W. O'BRIEN	<i>Vice-President</i>
A. F. ROBERTS	<i>Vice-President</i>
A. E. C. SMITH	<i>Vice-President</i>
SEBA J. JONES	<i>Secretary</i>

Publishers also of

SOUTHERN POWER & INDUSTRY	SOUTHERN FARM EQUIPMENT
SOUTHERN HARDWARE	ELECTRICAL SOUTH
LIGHTING	TEXTILE INDUSTRIES

SOUTHERN AUTOMOTIVE JOURNAL

Copyright 1960, W. R. C. Smith Publishing Co., Atlanta, Georgia

Published monthly and mailed without charge to qualified whole-
salers and retailers of lumber and building materials in the 10
Southern and Southwestern states and the District of Columbia.
The subscription price to all others is \$4.00 per year or 50 cents a
copy. Accepted as controlled circulation publication at Charlotte,
N. C.



IT'S
NO ACCIDENT

...Versa Appeals
To The Fall
Fix-up Market!

Versa[®] PHOS-FUSED Ornamental Iron **Success-Proved in the South!**

Build your Fall-Winter home improvement business with the South's most popular Ornamental Iron . . . Versa Phos-Fused Ornamental Iron. Quality constructed and artistically designed, it's made in the South by Southerners. Give your customers what they want . . . a sure step, a firm grip for safety, plus long-lasting grace and tasteful beauty. Stock Versa . . . the line that works to fatten your profits and increase your sales during the Fall-Winter with a complete Merchandising Kit.

Phone your local Distributor for complete details today!

See Versa! Booth 911 NRLDA Convention
SAN FRANCISCO NOVEMBER 13-16

NEW
from
Versa[®]

Railings and Columns in Rust-Free, Care-Free, Long-Lasting Alcoa Aluminum. Write, wire or phone for special Introductory Display Offer.



Versa[®] PHOS-FUSED ORNAMENTAL IRON
RUST-FREE, CARE-FREE ALUMINUM
RAILINGS and COLUMNS
Versa Products Company
Led. 40 Ohio Tifton 41 Georgia

Southern Building Supplies:

Striving to serve these Associations
which serve building supply
dealers throughout the South

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. ALpine 2-3195. President: Paul H. Earle, Birmingham, Ala.

Arkansas Association of Lumber Dealers — P. O. Box 1896, Little Rock, Ark. Secretary: Allan Berry. Tel. FR 5-8283. President: James O. Shannon, Jonesboro, Ark.

Building Material Merchants of Georgia — 351 Highway 41 South, Perry, Ga. Tel. GARfield 9-2472. Executive Secretary: Herbert G. Drews. President: B. I. Thornton, Cordele, Ga.

Carolina Lumber and Building Supply Association — 3909 Monroe Rd., Charlotte 5, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: J. E. Divelbiss, Asheville, N. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Executive Secretary: L. Vincent Ogletree. Tel. GARden 2-3761. President: J. E. Griffin, Lake Wales, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: William H. Ransopher, Clyde, Kan.

Kentucky Retail Lumber Dealers Association — Marion National Bank Building, Lebanon, Ky. Executive Vice-President: Donald A. Campbell. Tel. 72. President: E. W. Chinn, Owensboro, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, P. O. Box 449, Baton Rouge, La. Executive Vice-President: John J. Crawford. Tel. Dickens 2-4080. President: F. C. (Jack) Terzia Jr., Monroe, La.

Lumbermen's Association of Texas — P. O. Box 5222, 25th and Lamar Blvd., Austin 31, Texas. Executive Vice-President: Gene Ebersole. Tel. GREENwood 2-1194. President: Arthur Temple Jr., Diboll, Texas.

Middle Atlantic Lumbermen's Association — 2 Penn Center Plaza, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377.

Mississippi Retail Lumber Dealers Association — 535 College Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: D. R. Burke, Ruleville, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N.W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. FEderal 8-3770. President: Paul V. DeVille, Canton, Ohio.

Oklahoma Lumbermen's Association — 905 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. CEntral 6-0338. President: Fred Dale, Davis, Okla.

Southwestern Lumbermen's Association — 513 City National Bank Building, Kansas City 6, Mo. Executive Vice-President: G. Kenneth Milliken. Tel. VIctor 2-2265. President: James H. Wiseman, Searcy, Ark.

Tennessee Building Material Association — 226 Capitol Boulevard Building, Nashville 3, Tenn. Secretary-Manager: Stan Owens. Tel.: ALpine 6-8102. President: John E. Smith, Jackson, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel.: EL 8-1749. President: Miss Carolyn B. Nettleton, Covington, Va.

West Virginia Lumber and Builders Supply Dealers Association — 405 Market Street, Spencer, W. Va. State Secretary: W. B. Parrish. Tel. 1377. President: Owen L. Duncan, Huntington, W. Va.

'BETTER WAY'

How to Expedite Rolled Goods Measuring

By Mary Adams • Bookkeeper
Builders Supply Co.
Eureka Springs, Ark.

We operate a small lumber yard in an equally small community, with a year-'round staff of four workers.

As every lumber dealer appreciates, there are times when we are understaffed; others, when we are hard put to keep busy.

This last winter (the long cold winter of 1960!) we planned as many time-saving short cuts as we could, in belief that hours of slack time utilized in perfecting them would pay off in minutes saved at peak seasons.

One such was to expedite measuring of rolled goods sold by the lineal foot or yard — screen wire, metal mouldings, weatherstrip, counter topping, wall coverings, flashing, etc. To do this, we painted numerals in one-foot intervals on the floor of our supply room — even the floor of the display room — and on one counter which runs the length of a 40' display room.

Simple as it is, we've found this saves time and trouble many, many times in the course of a busy day, now that the building and repair season is in full swing.

Display Creates Sales for Cement Block



Pinellas Lumber Co. of Tampa, Fla., has demonstrated its conviction about mass outdoor displays with this fully-in-view exhibit of tile and block. Facing the busy main highway on the firm's parking lot, the display substantially merchandises items whose volume in sales have vastly shot up.

Got A Good Idea?

\$7 will be paid for every better way, time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 8, Ga.

SOUTHERN Metal



SASH BALANCE and weatherstrip combination

many designs available in

**ANODIZED
GOLD ALODIZED
and VINYL COATED
ALUMINUM**

for further information
send for CATALOG 57J

THESE FEATURES ASSURE CUSTOMER SATISFACTION

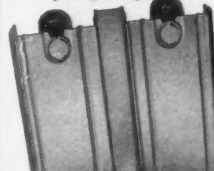
Variable tension rods balance different size sashes

Beaded spring covers for smooth operation with no snagging

Springs flocked for silent operation

Smooth jamb liner — no rivets or double thickness of metal to bind sash

Notched & recessed
spring loops



BUILT FOR LASTING SATISFACTION

MODEL A40VP
with vinyl inserts

Southern Thresholds

"45 THRESHOLD TYPES"

Modern sweep-over type threshold is completely water proof, protected at all floor contact points with long-lasting vinyl. Send for catalog 57B.

All types of bronze, aluminum, and stainless steel weatherstrips

SOUTHERN METAL PRODUCTS CORP.

1775 AIRWAYS • PHONE FA 7-8431 • MEMPHIS, TENN.

S B SIGNIFICANT TRENDS

November 1960

ROOFS DISAPPEARED, WINDOWS AND DOORS BLEW OUT, and shoddy concrete construction disintegrated in multiple cases during course of Hurricane Donna through Florida Keys and on Gulf Coast recently. All of which pointed up fact that nearly two-thirds of Florida's 67 counties reportedly had no building codes. (See Page 53 of this issue.)

Strict building code and subdivision regulations paid off mightily in such spots as Miami, where wind tore screening from aluminum and wood patio enclosures, but left most roofs intact.

Biggest loss occurred among Florida's 85,000-plus mobile homes, hundreds of which were battered beyond recognition — many, blown for blocks. Their questionable immunity from building codes and property taxes may be in for early investigation.

TOTAL NEW PRIVATE CONSTRUCTION IN SEPTEMBER was pegged at a \$3.6-billion mark, about the same as in August, but four per cent under the year-ago level, the Commerce Department reports. Expenditures for private residential construction in September totaled \$2-billion, one per cent below August, and 13 per cent under September '59 mark.

INVASION OF LOW-PRICED FOREIGN BUILDING PRODUCTS presently has US building materials manufacturers in understandable stew. Three cases in point may be found among ceramic mosaic tile, domestic sheet (window) glass, and hard-board producers.

Japan purportedly has grabbed 33 per cent of the US ceramic tile market and even now threatens to destroy the American industry, ACMTM charges.

Pittsburgh Plate Glass emphasizes to the US Tariff Commission that foreign imports have captured 23 per cent of the domestic sheet glass market.

Sweden's hardboard imports currently have taken 11.6 per cent of the American market, increasing such captured market to a 25-35 per cent figure in the foreseeable future, according to the American Hardboard Assn.

With US foreign policy leaning toward freer trade, few American manufacturers anticipate tariff increases anytime soon. Producers now pin their main hopes on promotion campaigns to stress advantages of domestic products, including more availability, speedier delivery, higher production standards, etc.

LOOK FOR POWERFUL DRIVE TO LEGALIZE SECONDARY BOYCOTT PICKETING at construction sites, warns the Chamber of Commerce of the US. Despite evidence, CCUS expects union leaders to give such bill high priority on their legislative programs for next year.

Even now, with secondary boycotts by and large outlawed, they are not unknown on the American economic scene. They have been particularly damaging in the field of national defense. CCUS points out that 26 illegal secondary boycotts in the past two years delayed construction at vital missile installations. Many were ended only after intervention, or threat of intervention, by government agencies or the courts.

TIME AFTER TIME...AFTER TIME...AFTER TIME

**Kitchen Kompact's
NEW NYLON ROLLERS
show
NO VISIBLE WEAR
after 115,000 openings!**



The nylon roller in this unretouched photograph reflects absolutely no wear after being tested 115,000 times.

Kitchen Kompact cabinets get *better* all the time! Now, all drawers are equipped with new, indestructible nylon rollers. Here is a feature that results in a stable, gliding drawer action — time after time!

Kitchen Kompact cabinets fulfill the requirements for all residential construction. Smart design . . . quality construction . . . attractive prices — you'll find them all in Kitchen Kompact.

WRITE, WIRE OR PHONE TODAY FOR COMPLETE SPECIFICATIONS AND PRICES.

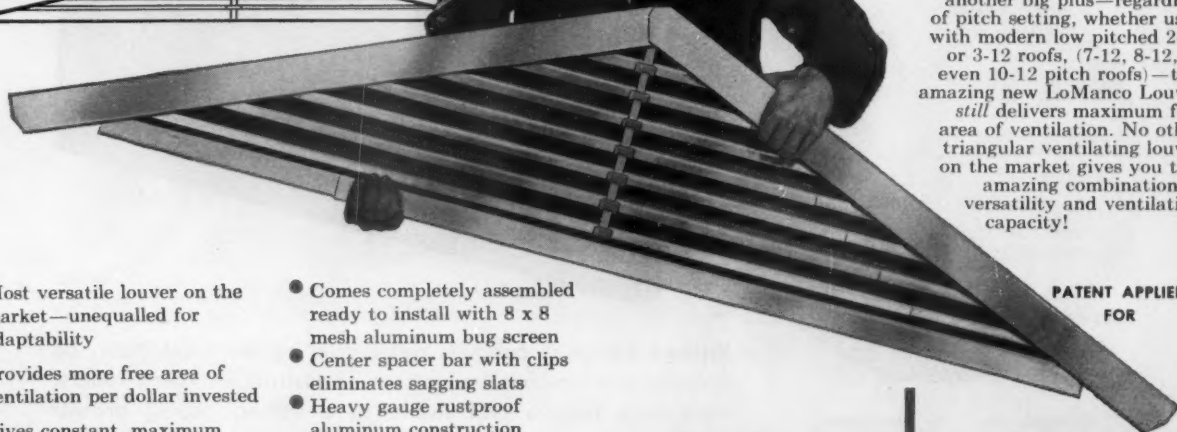
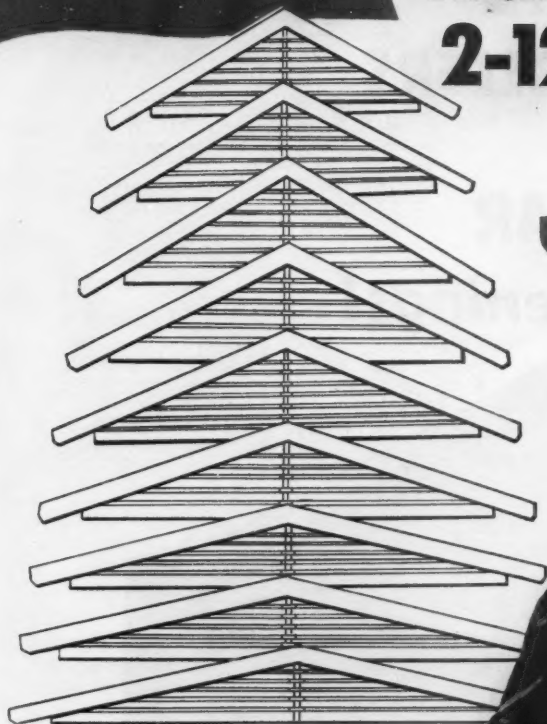


THE "BEST BIRCH" LINE
Kitchen Kompact INC.
JEFFERSONVILLE, INDIANA

New from
Lo Man Co!

**A giant triangular louver
that accommodates from
2-12 to 10-12 roof pitches!**

**THE *Lo Man Co*[®]
"FULL RANGE"
vari-pitch!**



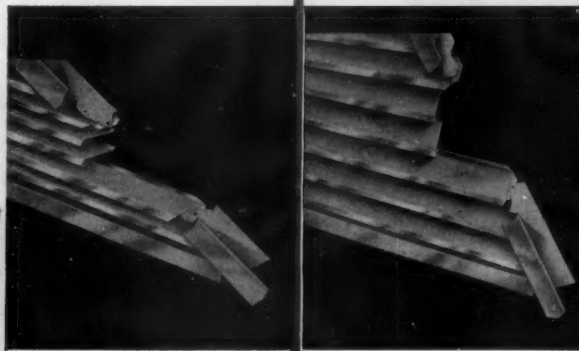
● Here's the ventilating louver the building industry has been waiting for . . . one giant triangular aluminum louver which will accommodate any roof pitch from 2-12 to 10-12! It can be quickly and simply adjusted in a matter of seconds. In addition, the new LoManCo Full-Range Vari-Pitch offers another big plus—regardless of pitch setting, whether used with modern low pitched 2-12 or 3-12 roofs, (7-12, 8-12, or even 10-12 pitch roofs)—this amazing new LoManCo Louver still delivers maximum free area of ventilation. No other triangular ventilating louver on the market gives you this amazing combination of versatility and ventilating capacity!

**PATENT APPLIED
FOR**

- Most versatile louver on the market—unequalled for adaptability
- Provides more free area of ventilation per dollar invested
- Gives constant, maximum weather protection
- 3 sizes will satisfy a wide range of users . . . eliminates stocking problems for dealers and builders
- Comes completely assembled ready to install with 8 x 8 mesh aluminum bug screen
- Center spacer bar with clips eliminates sagging slats
- Heavy gauge rustproof aluminum construction throughout

ANOTHER FIRST FROM LOMANCO . . .

Another reason why LoManCo is your best source of supply on ventilating louvers. See your jobber or write for information on the Full-Range Vari-Pitch and our complete line catalog.



Louver Manufacturing Co.

World's largest manufacturer of ventilating louvers

3603-SB Wooddale Avenue • Minneapolis 16, Minnesota

The unique automatic slat adjustment feature of the LoManCo Full-Range Vari-Pitch allows more free area of ventilation set at any pitch. Cutaway drawing at left above shows slats at 2-12 pitch . . . drawing at right shows slats at 10-12 pitch. Notice the generous opening between the slats at every pitch.



More
and
more
people
are
saying
MEDALIST...
the brand
name for
NATIONAL LOCK
and the
trademark for
outstanding
value in
builders
hardware

MEDALIST HARDWARE DIVISION
NATIONAL LOCK COMPANY
Rockford, Illinois

INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

JULIAN ZIMMERMAN RESIGNS FHA POST TO HEAD TEXAS LIC

Julian H. Zimmerman resigned as commissioner of the Federal Housing Administration, effective October 21, to become president of the Lumbermen's Investment Corp. at Austin, Texas.

On receiving President Eisenhower's letter accepting his resignation, Zimmerman issued the following statement:

"It has been a distinct honor and privilege to serve under the able and progressive leadership of President Dwight D. Eisenhower for the past 3½ years. The strength and stability of our country's housing industry and the opportunities for home ownership which have been so greatly enhanced by his sound policies have made my participation as a member of this administration a particularly rewarding experience.

"The progress which has been made toward solving the many difficult and complex problems which have confronted the agency has been due largely to the 7,000 loyal and experienced FHA employees, and the able leadership of the housing industry."

During Zimmerman's 21 months as commissioner, the FHA achieved its greatest volume of activity. It insured more than 750,000 home



Julian H. Zimmerman

mortgages and more than 1,750,000 property improvement loans having a combined value in excess of \$12-billion.

Originally affiliated with the Lumbermen's Assn. of Texas, the LIC is now an independent investment operation owned and operated by the retail lumber industry in Texas and Oklahoma. The organization provides home improvement financing for lumber dealers in amounts from \$100 to \$3,500, with terms up to 60 months. Profits are returned to LIC dealer-members in the form of stock dividends.

Zimmerman, his wife, and daughter will live in Austin.

Kansas Shows 46% Increase In Aug. Building Contracts

Kansas led five Southern states in future construction contracts in August with an increase of 46 per cent from August, 1959, according to F. W. Dodge Corp.

Other states topping the '59 mark were Delaware, up 27%; Texas, 26%; and District of Columbia, 13%.

Georgia showed the greatest decrease for the month, with a drop of 19 per cent. Also below the August, 1959, level was Oklahoma, down 7 per cent.

USP Sales Are Expected To Approach 1959 Record

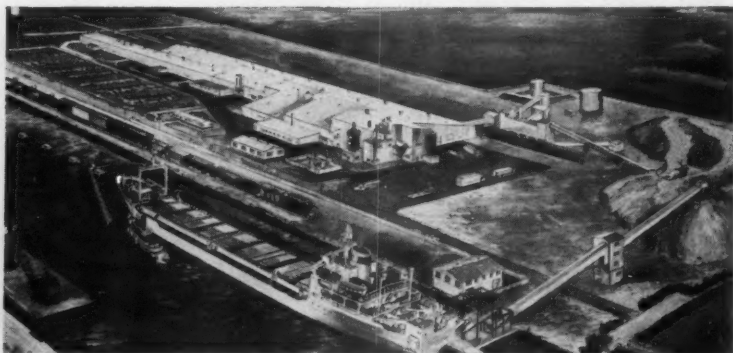
In spite of "soggy start to soaring sixties," U. S. Plywood Chairman S. W. Antoville had an optimistic report for stockholders at their annual meeting recently.

By end of fiscal year, he predicted that sales would approach company's last year's record of \$276-million. He further foresaw improvement of company's rate of earnings for remainder of fiscal year over first quarter's \$0.83 per share.

President Gene C. Brewer attributed maintenance of firm's sales volume to continuing program to broaden sales outlets, and announced that 12 new branch warehouses will be opened in current fiscal year. In farm building market, he continued, "estimates point to replacement of 48 per cent of existing farm buildings within next 20 years." For partially prefabricated buildings of fir plywood, this means potential market of \$720-million.

Henry Spencer Passes

Henry Spencer of Diboll, Texas, vice-president and general manager of the old Temple Builders Co., died recently of a heart attack while vacationing in Colorado. Spencer was secretary-treasurer of some 20 of Arthur Temple Jr.'s enterprises in various lines.



TAMPA GYPSUM SITE — National Gypsum Co. will construct big, new Tampa plant to supply gypsum wallboard, lath, plaster and sheathing to Florida markets. Plant will reportedly improve service to company's Florida trade now served out of its Savannah, Ga., operation. Structure will be located on 30-acre deepwater site at Port Tampa.

A SYMBOL OF PROGRESS Prefinished building components for sale. Built-in quality at lower in-place cost. The Bell-

wood Company and Plywall Products Company are cooperating to market matching doors, moldings and wall panels for

the first time. Bellwood/Laminex* prefinished doors with Poly-Clad® high-pressure Laminex "skins" by Plywall are now

available in English Walnut or Rock Maple from any stocking wholesale distributor in the U.S. Moldings and panels are

stocked by over 200 Plywall distributors. **THE BELLWOOD COMPANY**, Orange, California, a division of Packard Bell

Electronics. Bellwood hollow-core doors, solid-core doors, Fold-Aside® wardrobe doors, Bellwood/Laminex prefinished doors.

© 1960 PACKARD BELL ELECTRONICS #0122



Joint Materials Handling Committee Sets Standards for Unitizing Lumber



Attending the recent Joint Materials Handling Committee meeting in Washington, D. C., were (Seated, l to r): Bruce Harris, National-American Wholesale Lumber Assn.; Minor Crenshaw, Southern Pine Assn.; Wendell Scott, National Retail Lumber Dealers Assn.; Co-Chairman George Flanagan, National Lumber Manufacturers Assn.; Co-Chairman Frank Hankins, NRLDA; Edwin Thompson, West Coast Lumbermen's Assn.; A. J. Wantroba, Western Pine Assn.; Stuart Caves, NRLDA; and B. J. Stahlman, NRLDA. Standing, (l to r) are James Wright, NRLDA; John Zerbe, NLMA; Art Lahey, NLMA; Martin Wiegand, NAWLA; Robert Lawrence, NRLDA; H. R. Northup, NRLDA; and Leonard Koenen, NRLDA.

Joint meeting of retailers, wholesalers, and manufacturers of lumber was held recently in Washington to agree on new standards for unitizing lumber for efficient me-

chanical handling.

As aid to dealers without large fork lift equipment, committee unanimously agreed to recommend establishment of new "standard

unit" of lumber measuring four feet wide and two feet high. This replaces previously announced unit of four feet wide and four feet high.

Standard terminology was suggested, when referring to strapped lumber. "Packet" was designated to describe lumber, board or dimension, which has been strapped to form.

New Standard

Actual dimensions of "standard lumber unit" will be four feet wide and two feet high. Table below shows number of pieces in standard unit, and width and height of pieces in which popular dimension lumber will be strapped.

2x8	— 240 pcs per unit	16W x 15H
2x4	— 180 pcs per unit	12W x 15H
2x6	— 120 pcs per unit	8W x 15H
2x8	— 90 pcs per unit	6W x 15H
2x10	— 75 pcs per unit	5W x 15H
2x12	— 60 pcs per unit	4W x 15H
3x4	— 108 pcs per unit	12W x 9H
3x6	— 72 pcs per unit	8W x 9H
3x8	— 54 pcs per unit	6W x 9H
3x10	— 45 pcs per unit	5W x 9H
3x12	— 36 pcs per unit	4W x 9H
4x4	— 72 pcs per unit	12W x 6H

When one-inch boards are strapped into standard units, they will be stacked 30 pieces high.

"Package" will be two standard units placed one on top of the other and strapped together.

IMPROVED

Insulaire

SPUN WOOL

NEW

**BUILDS CUSTOMER CONFIDENCE
BRINGS REPEAT SALES
BOOSTS YOUR PROFIT**

*New
Mineral Fiber
Process*



INSULAIRE more than meets the most rigid Federal specifications or any other that calls for a **FIRST** quality permanent mineral wool. Each bag or tube is **FULLY** guaranteed. **SATISFACTION** is a must when you handle **INSULAIRE**.

Standard sizes readily available

Odd sizes on request

*For complete information
write or telephone today to*

24 HOUR TRUCKING DELIVERY IN MOST CASES

INDUSTRIAL PRODUCTS CO., INC.

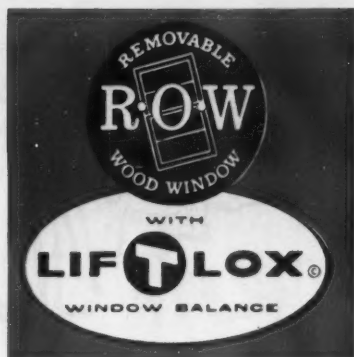
MT. PLEASANT, TENNESSEE

PHONES — DR 9-3227 - 3228

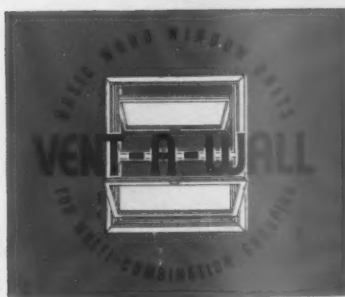
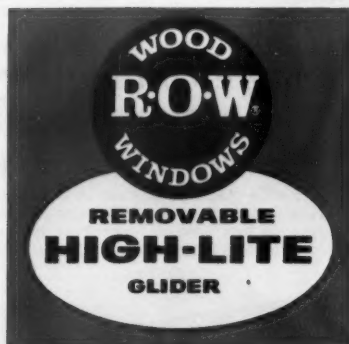


SPUN WOOL

LOOK what MW offers in Wood Window Values!



From the precision balanced Lif-T-Lox to the versatile Vent-A-Wall you will find our wide variety of beautiful windows exceptional in quality, style and price. This is made possible through complete control of production from unmilled lumber to finished unit.



MW's 21 years of continuous and growing business attest to the popularity of our products and the satisfactory service rendered.

MW Distributors

ROCKY MOUNT, VIRGINIA

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES










* Only
AMERICAN-MADE
HARDBOARD *Delivers*



Plus Values

that move more volume for you!

* *PLUS VALUES in Quality, Service and Support Assured by these Leading Producers*

- | | |
|--|--|
|  Abitibi Corporation, Detroit, Michigan |  Georgia Pacific Corporation, Portland, Oregon |
|  Edward Hines Lumber Company, Chicago, Illinois |  Masonite Corporation, Chicago, Illinois |
|  Evans Products Company, Corvallis, Oregon |  Superwood Corporation, Duluth, Minnesota |
|  Forest Fiber Products Company, Forest Grove, Oregon |  United States Gypsum Company, Chicago, Illinois |
|  Weyerhaeuser Company, Tacoma, Washington | |



A Constantly Growing Volume and Profit from Hardboard Products is made possible by American research and sales development.

+ SALES SUPPORT

... bringing people to your door and establishing you, the dealer, as a building authority and leader in your community. This is the continuing objective of the American Hardboard manufacturers' consistent program of consumer education and point-of-sales aids.

+ CONSISTENT HIGH QUALITY

... assuring you top quality end products every time. You have no worry about customer complaints, because your American producer puts his reputation squarely behind every shipment.

+ DEPENDABLE SERVICE

... keeping you always in stock, with balanced inventory. Your American producer knows your individual delivery and product needs and has the ability to meet them.

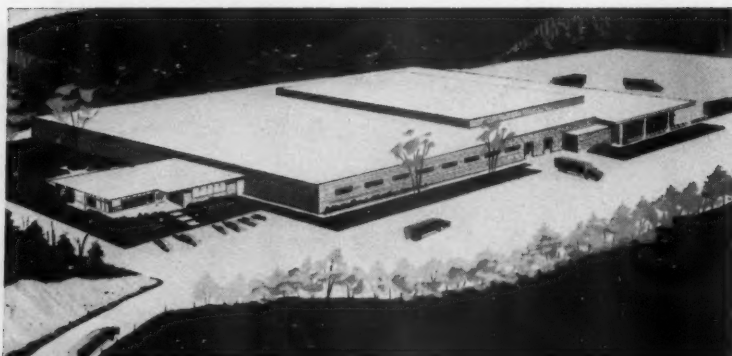
Write for FREE copy of the complete "Plus Value" story.



AMERICAN HARDBOARD ASSOCIATION

205 W. Wacker Drive

Chicago 6, Illinois



GREATER PRODUCTION — Leigh Industries, Inc., newest subsidiary of Air Control Products, Inc., is strategically located in Asheville, N. C., offering fast service to any point in United States. Complete Air Control line will be manufactured and stocked at new plant, said to be largest facility of its kind in world, wholly devoted to production of registers, grilles, and diffusers. Warehousing facilities at Birmingham, Ala., have been moved to new location. General offices will continue to operate out of company's plant in Coopersville, Mich.

BH&G Program Hits 1,000-Dealer Mark In First Three Months

The *Better Homes & Gardens* Idea Center Program, a merchandising and sales promotion program for building material dealers, reportedly has reached the 1,000-dealer mark in the first three months of the program.

BH&G Idea Center, a continuing program produced in co-operation with National Plan Service, is designed to afford building material dealers opportunity to use their stores as project and product centers for consumers placed in a planning and buying mood by the editorial material and product advertising found in *Better Homes & Gardens* magazine.

The rapid acceptance of the Idea Center Program — the original goal was 1,000 dealers signed in the first year — is an indication of the growing alertness on the part of building material dealers to the increasing importance of the home improvement and remodeling markets.

Set up on the building material dealer's premises, the BH&G Idea Center is a compact "browsing room" display unit, 7½' tall, 4' wide, and 30" deep, topped with an illuminated header that doubles as a night light. It is stocked with idea material from *Better Homes & Gardens* magazine, BH&G advertisers, and National Plan Service.

In addition to some 3,500 pages of ideas for home improvements provided by the BH&G and National Plan Service publications, the center features a new book, specially prepared for this program, the *Better Homes & Gardens Portfolio of Ideas for Your Home*.

Dealers desiring further information on the new *Better Homes & Gardens* Idea Center Program should write to: National Plan Service, Inc., Dealer Merchandising Service, Dept. SBS, 1700 West Hubbard St., Chicago 22, Ill.

INSURANCE SERVICE for LUMBERMEN

• It's wise to buy your insurance from people who understand the lumber business.

Your specialized knowledge of the lumber business helps you plan a successful merchandising program. This same high degree of specialized knowledge and experience enables Indiana Lumbermens to assure you adequate insurance coverage, tailored to meet your individual needs.

There's an Indiana Lumbermens Special Representative as near as your phone.



For quick, personal service, call—

H. M. BECK

3060 Marwood Drive, Jackson, Miss.

DRake 2-1126

WALTER R. SCOTT, JR.

P. O. Box 4466, Alexandria, Louisiana, HILlcrest 3-0301

J. C. MALLOY

2926 Clearbrook Street, Memphis 18, Tennessee

MUtual 2-5161

INDIANA LUMBERMENS

MUTUAL Insurance Company

Announcing...

a new line of building materials
from the South's
leading lumber producer...



DIERKS WOODFIBER SHEATHING

and related products

Soon, from Dierks own timber will come a new forest product, Dierks Woodfiber Sheathing, the building material that combines strength, ease of application and effective insulating qualities. It is available in 4' sheets ranging in length from 6' to 12'.

Available asphalt impregnated or asphalt impregnated and coated, Dierks Sheathing minimizes air infiltration and resists moisture absorption. Two different densities are available, standard or rigid sheathing—the rigid requires no corner bracing and

prevents racking of vertical members. It holds nails tightly; shingles can be nailed directly to it.

In addition to Sheathing, other Dierks Woodfiber products are Shingle Backer and Roof Insulation, highest quality special purpose products also made from pure wood fibers.

In the long Dierks tradition of quality, the new products of the Woodfiber Division are the best available on the market today. Fill your next requirements for sheathing from Dierks. Write, wire or phone for details.

DIERKS FORESTS, INC. *Woodfiber Division*

810 Whittington Ave.

Hot Springs, Ark.



WOODFIBER PLANT, Craig, Oklahoma, scheduled for production, January, 1961

CRA Wholesalers' Meeting in Atlanta Brings Record Southeastern Turnout



Redwood wholesalers at Atlanta CRA conference last month huddle around table, following lunch, for workshop session on merchandising programs. Facing camera (across table) is Sherman A. Bishop, vice-president-sales, Union Lumber Co.

Sixty-one Southeastern wholesalers of redwood recently turned out in Atlanta, Ga., for the fifth—and final—regional sales conference sponsored by the California Redwood Assn.

Purpose of the conference was to show wholesalers how to assist retail outlets to move more carloads of redwood through their yards. The program consisted of a fast-moving presentation which covered basic properties of California redwood through media of color slides and movies, projected on a wide screen; taped sound effects and voices; dual narrators; a shadow screen; and numerous displays.

New CRA merchandising tools were displayed by headquarters staff members, including a promotion kit for building supply dealers, a correspondence course available to lumber yard personnel, and 35mm color slides from the conference presentation, with script, as a selling aid for wholesaler-salesmen.

Don Ross, field merchandising manager for *Successful Farming* magazine, talked on "How to Get More Dollars from Redwood," following a noon luncheon.

Informal afternoon workshops on selling California redwood then were set up by CRA technical, sales, advertising, and editorial staff members to help redwood salesman in planning sales promotion campaigns.

Registration records revealed the following number of wholesalers, by state, in attendance: Ala-

bama, 9; Florida, 11; Georgia, 18; Mississippi, 2; Maryland, 1; North Carolina, 9; South Carolina, 3; Tennessee, 4; and Virginia, 4. A Quebec, Canada, wholesaler also was present.

For the most correct guess at number of requests for CRA literature in a year—57,000—Richard B. Mullen, Forest Products Corp., Fort Lauderdale, Fla., won a portable transistor radio. (Actual number of requests was tabbed at 53,783 last year, CRA officials pointed out.)

Among CRA headquarters personnel present were Philip T. Farnsworth and Bernarr Bates, CRA executive vice-president and executive secretary, respectively. Mill men in attendance represented the supporting membership of CRA—Arcata Redwood Co., Georgia-Pacific Corp., Pacific Lumber Co., Simpson Redwood Co., Union Lumber Co., and Willits Redwood Products.



Richard B. Mullen, left, of Forest Products Corp., Miami, Fla., receives transistor radio from CRA's "Chuck" Dickinson.

Gordon Lawler Joins Celotex As Sales Promotion Manager

Gordon J. Lawler, former editor of *American Lumberman* magazine, recently joined Celotex Corp. as general line sales promotional manager.

He will be responsible for general line sales promotion activities and will have other management and planning responsibilities in advertising department.



Gordon J. Lawler

Lawler, author of the Dealer Sales Control program, has been active in the area of components and prefabrication, and originated the first Profit Maker Show Room exhibit at 1956 convention of National Retail Lumber Dealers Assn.

Prior to joining *American Lumberman* in 1951, Lawler was employed for five years in Insulite's Advertising Department. He is a member of the Chicago chapter of Hoo-Hoo International.

NLMA Publishes Folders

Four new folders, "Why Wood Is Best for Flooring, Siding, Paneling, and Framing and Sheathing," are first in complete series of informational pamphlets to be developed by National Lumber Manufacturers Assn. Material is written and illustrated so that average consumer can easily understand points made. Free copy of guides may be obtained from National Lumber Manufacturers Assn., Dept. SBS-308, 1319 18th St., N. W., Washington 6, D. C.

CONVENTION CALENDAR

NOVEMBER 13-15: **Southern Sash & Door Jobbers Assn.**, The Greenbrier, White Sulphur Springs, W. Va.

NOVEMBER 13-16: **National Retail Lumber Dealers Assn.**, Brooks Hall Annex, Civic Auditorium, San Francisco, Calif. Exhibits.

NOVEMBER 16-18: **National Building Material Distributors Assn.**, Palmer House, Chicago, Ill.

JANUARY 15-18: **Kentucky Retail Lumber Dealers Assn.**, Kentucky Hotel, Louisville. Exhibits.

JANUARY 19-21: **West Virginia Lumber & Builders Supply Dealers Assn.**, Civic Center, Charleston. Exhibits.

JANUARY 21-23: **Southwestern Lumbermen's Assn.**, Municipal Auditorium, Kansas City, Mo. Exhibits.

JANUARY 29-FEBRUARY 2: **National Assn. of Home Builders**, Exposition Center (McCormick Place), Chicago. Exhibits.

FEBRUARY 7-9: **Carolina Lumber & Building Supply Assn.**, Memorial Auditorium, Greenville, S. C. Exhibits.

FEBRUARY 15-17: **Virginia Building Material Assn.**, The Homestead, Hot Springs.

MARCH 5-7: **Mid-South Building Material Convention**, Peabody Hotel and Municipal Auditorium, Memphis, Tenn. Exhibits. (Sponsored by Tennessee Building Material Assn.)

MARCH 9-10: **Arkansas Assn. of Lumber Dealers**, Hotel Marion, Little Rock.

MARCH 17-18: **Kansas Lumbermen's Assn.**, Lamer Hotel, Salina.

MARCH 26-28: **Louisiana Building Material Dealers Assn.**, Capitol House, Baton Rouge. Exhibits.

APRIL 9-11: **Lumbermen's Assn. of Texas**, Houston, Sam Houston Coliseum. Exhibits.

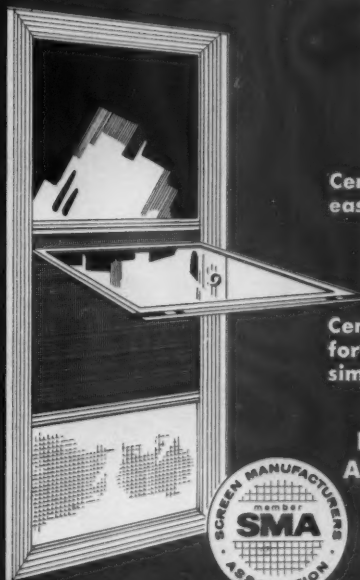
APRIL 16-18: **Building Material Merchants of Georgia**, Corsair Motel, Jekyll Island, Ga.

APRIL 30-MAY 3: **Florida Lumber & Millwork Assn.**, Carillon Hotel, Miami Beach. Exhibits.

Hinkle Named Acting Head

Bill Hinkle, former assistant general manager of Temple interests, has been named acting general manager of the Temple Lumber Co. of Texas and its 38 yards. He replaces the late D. G. McNair.

here's the new Vulco EXTRUDED ALUMINUM Combination DOOR that will SELL ALL YEAR LONG!



CUSTOM BUILT IN 4 POPULAR SIZES TILT-ACTION

Center glass panel may be tilted for easy cleaning or moved up and down to expose screen panel.

SELF-STORING

Center glass panel may be removed for summer use or stored in door simply by locking it even with top glass panel.

FAST BECOMING POPULAR AS THE "SECOND" DOOR IN THE SOUTH

OFFERS MANY ADVANTAGES TO HOME OWNERS!

This new Vulco Extruded Aluminum Door serves as screen door in summer and "second-door" in winter to insulate against cold winds, chill and rain. Shipped complete except for glass and screen. Available in 4 standard sizes 2'6" x 6'8", 2'8" x 6'8", 3' x 6'8" and 3' x 7', shipped six doors to carton.

VULCO ENGINEERED FEATURES

- Sturdy extruded aluminum frame, 1 inch thick, is completely assembled with multiple in place.
- Sliding glass panel is Schlegel weatherstripped and ready for drop-in vinyl glazing.
- Center glass panel has sliding spring latch for locking in 4 different positions.
- Kick plate is completely assembled in door.
- "Z" bar is weatherstripped to complete custom-finished installation.



Vulcan

METAL PRODUCTS, Inc.

NEVER your COMPETITOR

2801 6th Avenue, South,
Birmingham, Ala.

SALES OFFICES: Birmingham, Ala.; Dallas, Texas; Indianapolis, Ind.; Liberty, Mo.; Los Angeles, Calif.; Marietta, Ga.; Mountainside, N. J.; New Smyrna Beach, Fla.; New York City.

To: Vulcan Metal Products, Inc.
Dept. SBS

2801 6th Avenue South,
Birmingham, Alabama

Please send me complete information
about VULCAN Quality Products and
VULCAN Service. No obligation.

CHECK ITEMS OF PARTICULAR INTEREST TO YOU

☐ SCREENS ☐ DOORS ☐ WINDOWS ☐ ENCLOSURES

NAME

ADDRESS

CITY STATE

MODERN!
WABASH

VISTA

Tomorrow's window



DISTINCTIVE VISTARAMA CASEMENT WINDOWS—with exclusive Vistarama removable framed grids. Slimlined elegance combined with a smart decorator touch.

YEARS AHEAD of all other windows—Vistarama leads in design, engineering and construction. Quality craftsmanship combines with "new idea" features to make Wabash Vistarama the wood window line that sells on sight.

The Wabash Vistarama line, with its new dimension in styling, offers you windows to sell for every home, every room. Not shown above are Vistarama Panel Windows . . . versatile units that install in countless groupings; can be used as awnings, hoppers, fixed units or as economy casements. And gracious

Vistaview Picture Windows combine with any ventilating unit in charming combinations.

All Wabash Vistarama units are crafted of preservative-treated Ponderosa Pine . . . backed by 75 years of Wabash woodworking skill. Ask your jobber for the facts on this modern line of quality wood windows . . . check his complete stocks . . . his high-powered arsenal of promotional and selling aids. Find out how easily you can take on the modern window line—the "new idea" line with features that sell on sight—Wabash Vistarama.

features...here today!

RAMA

WOOD
WINDOWS



MODERN VISTARAMA PICTURE-AWNING WINDOW—for a picture view and fresh air, too. Fixed upper sash, ventilating lower sash in a single Vistarama unit.

Typical Vistarama advanced design features:

MORE WEATHER-TIGHT—neoprene weatherstrip, applied to the frame for tighter seal. Retains flexibility at temperature extremes; will not deteriorate.

RIGID CONSTRUCTION—assures permanently square frames. Glued and pinned slot and tenon construction.

WOOD BEAD GLAZING—glass set in glazing compound; anchored with attractive wood stops. Tighter seal; faster and easier to reglaze.



DISTRIBUTED BY:

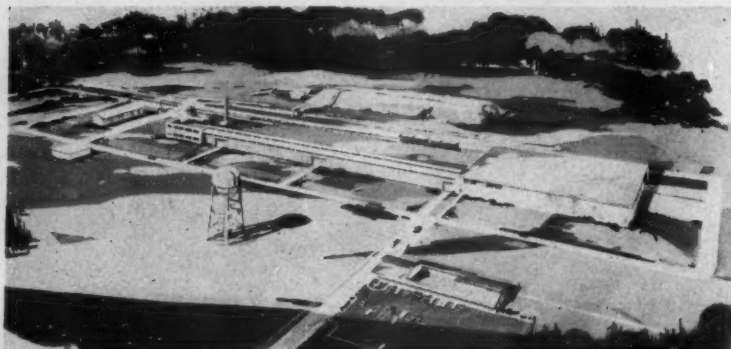
Addison - Rudeval, Inc., Atlanta, Ga.
Central Warehouse Corporation, Bristol, Va.
Central Woodwork, Inc., Memphis & Jackson, Tenn.
Cincinnati Sash & Door Co., Cincinnati, Ohio
Dealers Warehouse Corporation, Knoxville, Tenn.
Dyke Bros., Kansas City, Missouri
Harris - Webber Sash & Door Co., Nashville, Tenn.
McPhillips Mfg. Company, Mobile, Alabama
Reserve Warehouse Corporation, Chattanooga, Tenn.
Scott Sash and Door Co., Little Rock, Ark.

WABASH VISTARAMA IS THE REGISTERED TRADE NAME OF

THE WABASH SCREEN DOOR COMPANY

310 South Michigan Avenue • Chicago 4, Illinois

Dierks Forests Adds Woodfiber Div.; Builds Plant in Southeast Oklahoma



Dierks Forests, Inc., large producer of Southern pine lumber, is constructing this new Woodfiber Division plant at Craig, Okla., for manufacture of insulating sheathing, shingle backer and insulating roof board. Plant's estimated production capacity will be 250,000 square feet of woodfiber products per day.

Dierks Forests, Inc., one of nation's largest producers of Southern pine lumber, is completing a plant for manufacture of woodfiber building materials — insulating sheathing, shingle backer and insulating roof board.

The new plant is located at Craig, Okla., eight miles east of Broken Bow in southeast corner of state near other Dierks Oklahoma operations at Broken Bow and Wright City. Craig, new point on map, is named after late John M. Craig, who, at the time of his death, had rounded out fifty years of continuous service with the company.

Plant will produce 250,000 square feet of woodfiber products per day. Chips will come from Dierks' manufacturing operations at Wright City and Mountain Pine and Dierks, Ark. It is centrally located to serve needs of a tremendous area in the heart of the nation, with easy rail accessibility via the Frisco, MoPac and KC Southern, all connecting with Dierks-owned railroad, Texas, Oklahoma and Eastern. Operation will help utilize timber from Dierks' 1,500,000 acres, largest body of privately-owned timber in South. It is scheduled for completion in January 1961.

Heading up new Woodfiber Division will be Gene H. Thompson, sales manager. He will direct sales and distribution of insulating sheathing and other products from plant.

Thompson, native of Oklahoma,



Thompson



Campbell

joined the Dierks organization in 1943. His office will remain in Hot Springs, Ark., company's headquarters.

John F. Campbell has been appointed technical director to direct development of new products and processes. Campbell has been connected with various phases of fiberboard industry for 20 years. He has broad experience in technical administration as well as plant management. His office will be at Craig location.

Concrete Sales Forecast

Prestressed concrete sales in the next 12 months are expected to increase approximately 20 per cent over the present gross of nearly \$1-billion annually. Forecast is based on expanded government road and bridge building projects, increased private plant and home construction, and more varied uses for product, uncovered recently through intensive research.

Phil Creden, 57, Passes; NRLDA Expo Founder

Philip H. W. Creden, 57, director of advertising and public relations for Edward Hines Lumber Co. of Chicago, died recently.

Creden was secretary and director of Ponderosa Pine Woodwork Assn., as well as chairman of its advertising committee. He was one of the founders of the National Retail Lumber Dealers' Assn.'s exposition, and served as chairman of the exposition committee for three years. He was active also in National Lumber Manufacturers' Assn. and Home Improvement Council.

Producers' Council Elects Lundberg to Presidency

Elmer A. Lundberg, director of architectural services for Pittsburgh Plate Glass Co., was recently elected president of Producers' Council, affiliate of American Institute of Architects.

Other new officers are: First Vice-President, Donald A. Proudfoot, Simpson Timber Co.; Second Vice-President, Robert W. Lear, American Radiator and Standard Sanitary Corp.; and Secretary, Earl F. Bennett, Koppers Co.

Lundberg moves up to council presidency from first vice-president.



GROW IT YOURSELF — Lumber dealers visiting Simpson Building Products exhibit during NRLDA Exposition, November 13-16, in San Francisco, will be presented with one-year-old redwood seedlings. Given good growing conditions, in 60 years seedlings — from Simpson's extensive 245,000-acre tree farm — will reputedly provide enough lumber for average home. Dealers who take advantage of California Redwood Assn. tour will visit redwood groves in Muir Woods.

NEW FROM THE WORLD'S LARGEST MANUFACTURER OF FIX-UP, PAINT-UP TOOLS

SEE IT
R.P.W.D.A. SHOW
BOOTH NO. 444



No. 500



HYDE MANUFACTURING CO.
Southbridge, Massachusetts, U.S.A.

Take-it-Off Put-it-On Tool Center

The most complete, fast selling assortment of Fix-Up, Paint-Up Tools ever assembled and merchandised on one modern store fixture. This All-American-made products Center features 25 different self-serve packaged, best selling tools for the new or modernized store. The Tool Center is of wood construction and finished in peacock blue and features an attractive and informative two-sided identification sign. Tool Center will fit anywhere on the sales floor in with other fixtures or as an end unit for counter or gondola. Write Hyde to obtain full particulars on how to get this attractive fixture with tool assortment for your store.



COUNTER



WALL



FLOOR



Smorgas-board

New, versatile No. 400 4-way Fixture displays 168 fast selling, Fix-Up, Paint-Up Tools as a floor unit, wall stand, counter topper or can be suspended from the ceiling. Write for particulars.

No. C120 Tool Tower

Hyde Floor Tool Tower with Popular Fix-Up, Paint-Up Tool Assortment, thousands now in use.

C120





1¼" CORRUGATED

2½" CORRUGATED

***MATCHING REYNOLDS
ALUMINUM ROOFING
and STYLUX PANELS
MEAN NEW PROFITS***

Interlocking Stylux Panels for every style Reynolds Lifetime
Aluminum Roofing can produce bigger roofing markets.



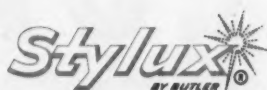
5V CRIMP

RAINLOCK

Offer your customers **FREE DAYLIGHTING** by selling money-saving Stylux skylighting panels with Reynolds Aluminum Roofing . . . you'll boost sales appeal and boost profits.

You can get fast, **ONE-STOP** service and supply from the big inventories of Reynolds Lifetime Aluminum Roofing Panels and matching Stylux fiberglass panels carried by your nearest Reynolds Aluminum Supply Company warehouse. Contact the one nearest you today for this, or any other type of building material.

***DON'T FORGET** the "Do-It-Yourself" business . . . stock Stylux Panels, they're available in all corrugations and in 14 radiant, decorator colors!*



YOUR RASCO BRANCHES

ATLANTA, GA.
1530 Ellsworth Dr., N. W.
SYcamore 4-9511

BIRMINGHAM, ALA.
2828 Fifth Ave., N.
FA 2-5461

MEMPHIS, TENN.
703 North Royal Ave.
JA 5-4717

MIAMI, FLA.
3690 N. W. 52nd St.
NE 5-0647

TAMPA-ST. PETERSBURG, FLA.
2700 23rd St., N., St. Petersburg, Fla.
Phone 7-4107

JACKSONVILLE, FLA.
1612 E. Eighth St.
EL 6-7636

LOUISVILLE, KY.
Fern Valley Rd. &
Crittenden Dr.
EM 6-0314

RALEIGH, N. C.
1431 Courtland Dr.
TE 4-6221

SAVANNAH, GA.
309 Stiles Ave.
AD 6-2461

RICHMOND, VA.
1910 Petersburg Pike
BE 3-9693

NASHVILLE, TENN.
Harrison St. at 7th Ave.
AL 5-1152

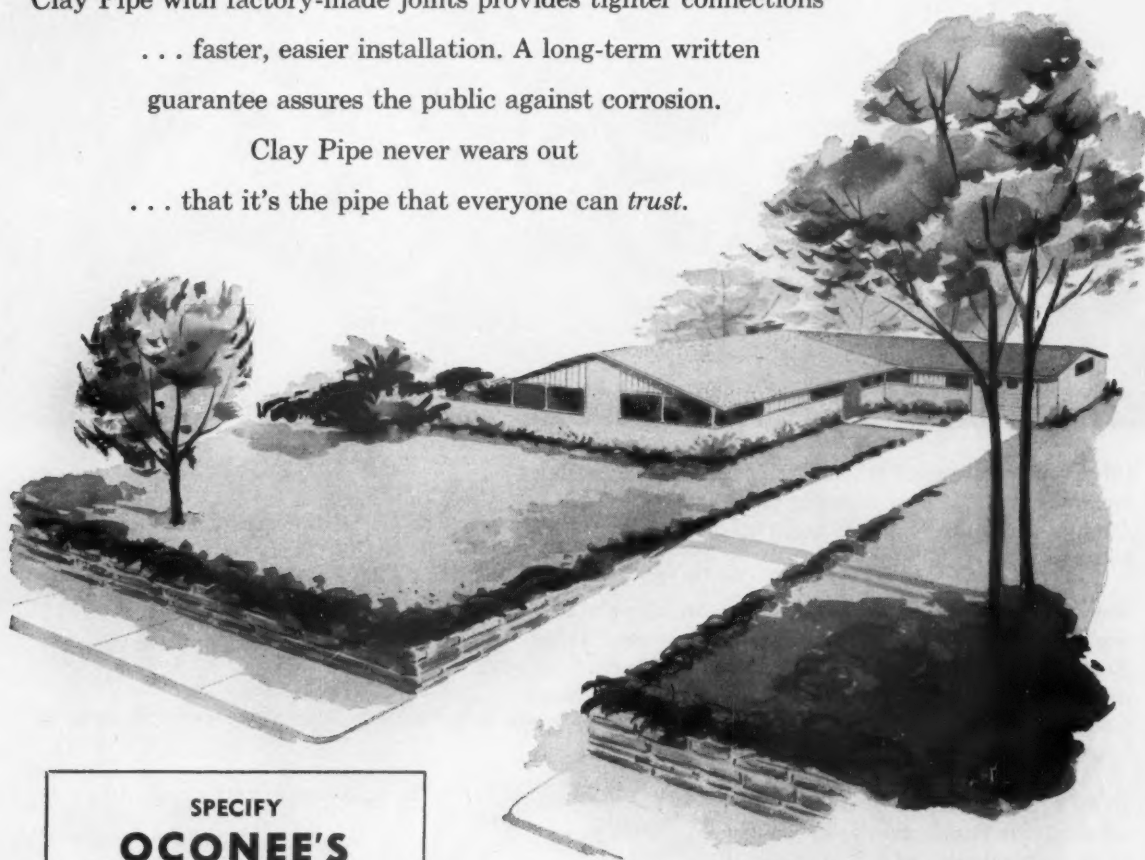
REYNOLDS ALUMINUM SUPPLY CO.

General Office: 756 West Peachtree, Atlanta, Georgia

only Clay Pipe has All the Features *you can trust*

There are some substitutes for Clay Pipe . . . and each substitute has *some* of Clay Pipe's features. But only Clay Pipe has *all* the features you can trust. Chemically inert, it can't rust, rot, corrode, or disintegrate. Its smooth, hard vitrified surface insures a faster flow of waste and sewerage . . . eliminates clogging. And now, new longer Clay Pipe with factory-made joints provides tighter connections . . . faster, easier installation. A long-term written guarantee assures the public against corrosion.

Clay Pipe never wears out
. . . that it's the pipe that everyone can *trust*.



SPECIFY
OCONEE'S
NEW WEDGE-LOCK
for laterals, house connections, building sewers

NEW POLYTITE
for large pipe, trunk lines, outfalls

*Factory made plastic joints
that snap together instantly!*

OCONEE

Clay Products Company
MILLEDGEVILLE, GEORGIA



For five consecutive years, profit-wise dealers have used this tested plan

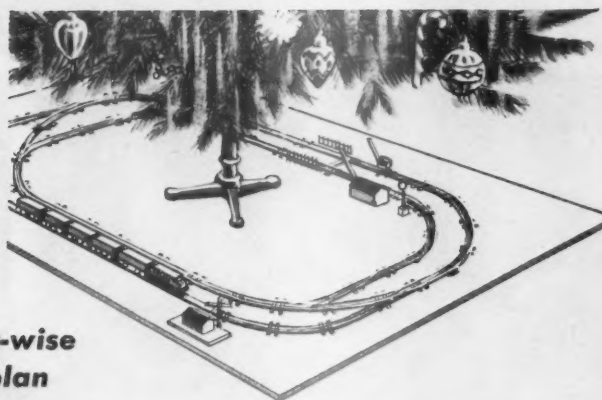
Sell Easi-Bild* Patterns with which colorful BIG Christmas displays and gifts are made. Each pattern includes the full bill of materials and paints needed—and you sell them all. Every home, civic group, church, club and retail establishment is a prospect for one or more of these figures and displays.

The full-size pattern is simply traced onto $\frac{5}{8}$ " weather-proof Homasote, cut out with a key-hole saw and finished according to a foolproof, completely specified, painting scheme. The method is quick and easy—the results are truly professional.

There are also patterns for two motion displays (Santa Waves and Galloping Reindeer)—each 4' high and 6' wide. With these you also sell motors and linkage kits.



Here's how to **MAKE MONEY** in **NOVEMBER and DECEMBER**



Sell 5' x 8' Homasote as train boards. For Christmas tree platforms—simply cut Homasote to size desired. (No patterns required). These are always in demand.

Get your patterns in and on display now! Extensive advertising is appearing—throughout October, November and December—in *Popular Mechanics*, *Family Handyman*, *House & Garden*, *House Beautiful* and *Maclean's Magazine*.

Write or wire us for full details. Please address Department L-27.

*T.M. Reg. Easi-Bild Pattern Company


HOMASOTE COMPANY

TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd. • 224 Merton Street • Toronto 7, Ontario

HOW DO BUILDERS FEEL ABOUT ANDERSEN WINDOWS?





"Andersen Strutwalls* solved the insulation problem around the windows"

says builder Sam Slaughter, president of
NR Construction Co., New Richmond, Wisc.

"We found in our electrically heated homes," says Sam Slaughter, "that Andersen Strutwalls were the only windows that could do the job of providing maximum insulation and keeping costs down."

Window insulation is important in any home. Andersen Strutwalls provide the tightest possible joining of wall and window.

Mr. Slaughter is just one of many builders who insists on using Andersen WINDOWALLS. Your Andersen distributor can give you other instances of builder insistence upon Andersen to help them sell their quality homes.

Ask your distributor about sales building aids to help make your selling easier. Give him a call today.

Quickly available from
the complete stocks of these distributors:

ALABAMA

Birmingham Sash & Door Co.
Birmingham

FLORIDA

Huttig Sash & Door Co.
Jacksonville

GEORGIA

Huttig Sash & Door Co.
Atlanta

KANSAS

Rock Island Wholesale Co.
Wichita
Rounds & Porter Co.
Wichita, Dodge City and Salina

KENTUCKY

Huttig Sash & Door Co.
Louisville
Weyerhaeuser Distributing Yard
Louisville

MISSOURI

American Sash & Door Co.
Kansas City
Toombs & Co.
Springfield

NORTH CAROLINA

Huttig Sash & Door Co.
Charlotte

OKLAHOMA

General Sash & Door Co.
Tulsa
Rounds & Porter Co.
Oklahoma City

TENNESSEE

Huttig Sash & Door Co.
Knoxville and Nashville
Memphis Sash & Door Co.
Memphis

TEXAS

Davidson Sash & Door Co.
Austin
Houston Sash & Door Co.
Houston
Huttig Sash & Door Co.
Dallas

VIRGINIA

Huttig Sash & Door Co.
Roanoke
Morgan Millwork Co.
Arlington

Andersen Windowalls® 
TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

METALANE ADDS THE EXTRA QUALITY THAT SELLS MORE WINDOW UNITS



The surest way to increase your share of *profitable* window and exterior door business is to sell builders the industry's brand-name units which are equipped with MetaLane weatherstrip. There are many reasons why these better-quality assemblies outsell all others on the market:

Any door or window unit is improved in appearance, performance and durability by MetaLane weatherstrip because it never loses its firm weather-tightness—never wears out, corrodes or stains millwork—always keeps windows easy to operate.

They are a big assist to builders in selling new homes because they are visible proof of quality construction and greater value. To prospective buyers they offer premium savings for heating, cooling, redecoration and promise cleaner, more comfortable living.

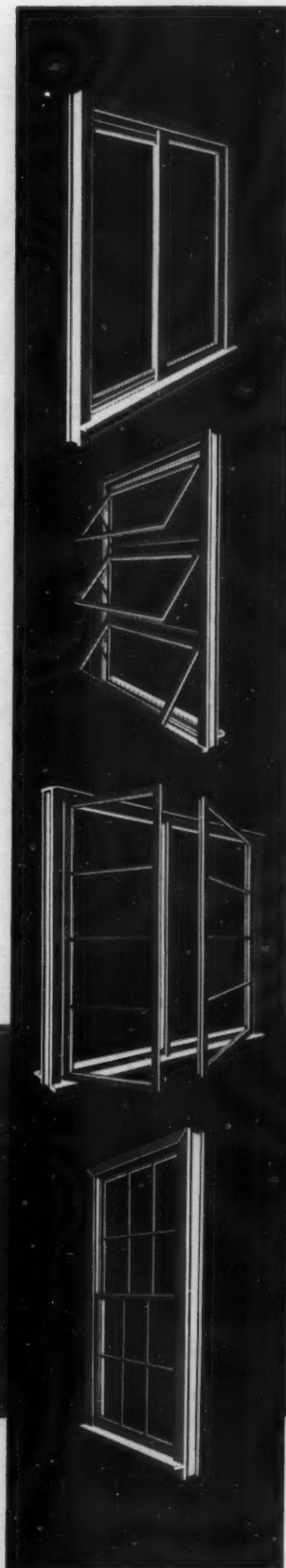
MetaLane® weatherstripped window and exterior door units offer you one of the industry's best opportunities to boost both sales and profits.

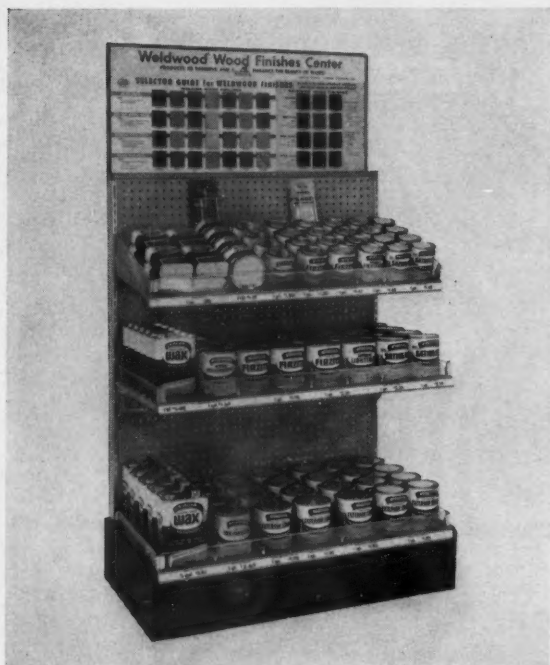
Order them from your Sash & Door Jobber.

MONARCH METALANE WEATHERSTRIP

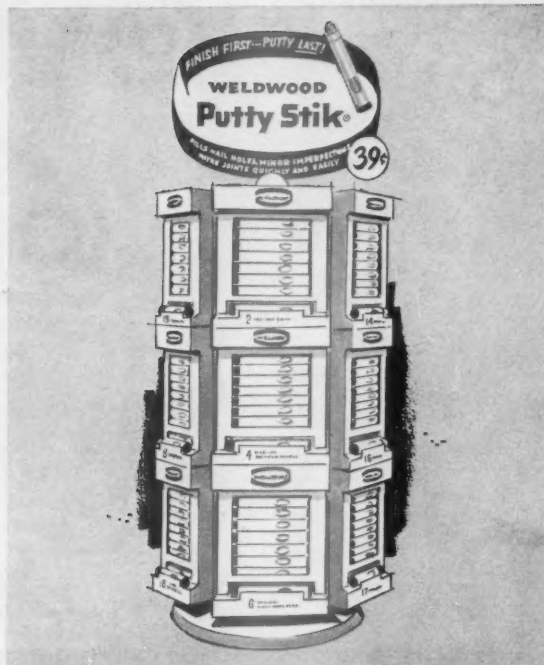
Made from ANODIZED ALUMINUM

MONARCH METAL WEATHERSTRIP CORP.
6333 ETZEL AVENUE • ST. LOUIS 33, MO.





WELDWOOD WOOD FINISHES CENTER. Here's a permanent, self-service, selling tool for your store. It features a header with 40 real wood samples that show your customer the wide variety of effects they can get with Weldwood quality wood finishes.



WELDWOOD PUTTY STIK® DISPLAY—helps make impulse items out of these fast-selling touch-up tools. Almost every homeowner can use them to fill nail holes and other minor surface imperfections quickly and easily *after* finishing. In twenty popular wood shades.

WHY YOU MAKE MORE PROFITS WITH WELDWOOD

The fastest selling line of quality finishes, waxes and adhesives



WELDWOOD ADHESIVES CENTER—holds the complete line of fast-selling Weldwood adhesives—from Presto-Set® to Weldwood Contact Cement. The display is permanent, eye-catching, and because it's self-service, you save time in addition to more profit.

1. A fast-selling line like Weldwood® means fast turnover, smaller inventories—means you can stock fewer brands and sizes. In short, more profits with less space.
2. A full 40% discount on every product—on any quantity—biggest markup in Weldwood's history.

And here's why Weldwood is the fastest selling line in the business.

1. Part of the reason is on this page—eye-catching self-service displays. Their valuable "how-to" information stops prospects, shows them what good results they can get, helps clinch your sale.
2. The Weldwood name—a trusted symbol of quality.
3. Your selling efforts are backed up by fresh, persuasive national advertising, including *Life*, *Better Homes & Gardens*, *American Home*, *Popular Mechanics*, *Popular Science Monthly*, *Mechanix Illustrated*.

Act soon. Call your nearest United States Plywood Warehouse for details about selling Weldwood—the profit line.

WELDWOOD FLEXIBLE WOOD TRIM® completes the fast-selling Weldwood line. This paper-backed real wood is ideal for inlay work and edging plywood and lumber. Comes in handy 8' rolls and in 6 different woods.



Products of United States Plywood



To give your customers the quality they want . . .

Western Pine Region woods adhere to a fine grade line

A sure measure of Western Pine Association lumber quality is its grade uniformity. How can the Association maintain such high grading standards among nearly 500 mills in the great 12-state region?

It is done on a time-tested plan through the Association's Bureau of Grades: every member mill is checked monthly—by a different inspector each time. The mills' graders are constantly advised and aided. The result: remarkable grade uniformity among the 11 Western Pine Region species.

Careful grading is one more quality control that insures you of a uniform product when you order Western Pine Region woods. For more information, write the Western Pine Association, Yeon Building, Portland 4, Oregon.

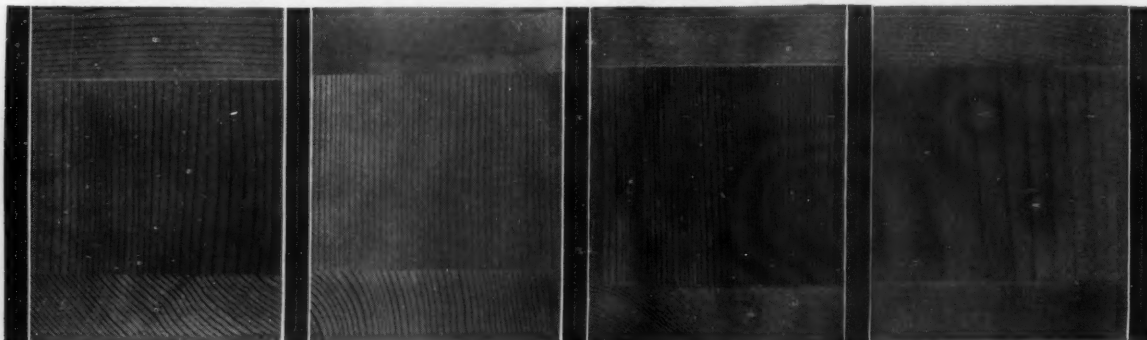


Western Pine Association

member mills manufacture these woods to high standards of grading and measurement . . . grade stamped lumber is available in these species.

PONDEROSA PINE / IDAHO WHITE PINE / SUGAR PINE
DOUGLAS FIR / LARCH / WHITE FIR
ENGELMANN SPRUCE / LODGEPOLE PINE
INCENSE CEDAR / RED CEDAR / WESTERN HEMLOCK

TODAY'S WESTERN PINE TREE FARMS ARE GROWING TOMORROW'S LUMBER



WHITE FIR—strong and lightweight for framing, roof decking, paneling and moulding. It's easy to cut, saw and shape. Popular, too, for interior and exterior trim and many industrial uses.

ENGELMANN SPRUCE—lightweight, whitest of Western Woods, it is fine textured, works and nails superbly. High insulation value for sheathing and siding. Beauty for paneling.

INCENSE CEDAR—one of the country's best siding materials, this wood weathers beautifully, is exceptionally stable and holds a lasting paint or stain finish. Beautiful knotty grain for paneling.

IDAHO WHITE PINE—lightweight and straight-grained, it provides excellent workability, lasting finish. Bright, clean color for sheathing, subflooring, interior paneling and finest millwork.

Out of
this world!



NEW PROFIT MAKER FROM CELOTEX

Strata^{*} **HUSH-TONE[®]**
SOUND QUIETING CEILINGS

Exclusive new design! Nearly 1800 *micro-drilled* perforations in each 12"x12" unit. Very high acoustical efficiency—N.R.C. range, .60-.70. White-as-a-cloud vinyl base finish.

Now advertised in Better Homes and Gardens, American Home Magazine, others. To get greatest benefits in extra sales and profits, (1) ask for your free complete promotion package (poster, displays, mats, etc.) and (2) order beginning stock from your Celotex products wholesaler.

If it's "by CELOTEX" you get QUALITY... plus!

THE CELOTEX CORPORATION • 120 S. LA SALLE ST., CHICAGO 3, ILLINOIS

®TRADE MARK

ANOTHER QUALITY
BUILDING PRODUCT BY

CELOTEX

REG. U.S. PAT. OFF.



Look at your floor tile sales...the profit picture is better with Ruberoid's sales-making mirror display

IT TAKES MORE THAN QUALITY FLOOR TILE TO BUILD A PROFITABLE "DO-IT-YOURSELF" FLOORING BUSINESS.

That's why so many dealers have taken on the RUBEROID line and show it with the dramatic Mirror Display. They find the sale is easier to make when the customer designs his own floor and sees it to scale—right in the showroom. The Mirror Display has everything: the samples, the space, "See-It-Yourself" appeal, and the **SELL**.

Check with your RUBEROID distributor or your local representative for details on the line of Asphalt and Vinyl-Asbestos tile now available—and the Mirror Display. The RUBEROID Co., 500 Fifth Avenue, New York 36, New York.

RUBEROID®
FLOOR TILE

Before customers buy *any* fence,
show them that
USS American fence is guaranteed



Guarantee your customers satisfaction—sell them *guaranteed* USS American fence. Point out the guarantee label on every roll. That guarantee is their assurance from U. S. Steel that American fence must be free from manufacturing defects *or it will be replaced*. They can't buy better fence. USS American fence is heavily galvanized to resist corrosion, and the steel wire is *strong*. Let a steer lean against it; it

will spring back when he moves away. When temperature changes cause expansion and contraction of the steel, the wire won't snap because each strand has a built-in tension curve. USS American fence stays trim and neat for years because special hinge joints lock wires firmly in place. Sell *your* customers this better fence . . . *guaranteed* better . . . USS American fence.

USS and American are registered trademarks

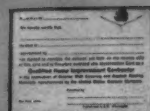


This mark tells you a product is made of modern, dependable Steel.

IT'S OPEN SEASON



Here's the



Everything free . . . from U.S.G. This handsome metal display case with siding samples; a prestige sales presentation brochure, stationery, folders, broadsides, door knob hangers, job signs, ad mats, and post cards; everything you need to sell effectively . . . in your community.



WHEN YOU SELL FX-UP

ON HOME IMPROVEMENT SALES with

GLATEX*

*the Aristocrat
of Modern Exteriors*

Every season can be home improvement season when you use GLATEX Siding as your selling decoy. That's because GLATEX Siding offers product features not found in any other siding. Take, for example, its exclusive maintenance-free housetime ceramic finish that never needs paint; its seven select colors and three distinctive styles—including Contempora the new narrow-exposure siding.

The GLATEX happy hunting story doesn't stop there, either. You can take advantage of a *complete* U.S.G. promotion designed to emphasize the quality of your products and your services. Here's a promotion that features you and your place of business as headquarters for quality home improvement—a program that makes *every* season an *open* season on leads and sales.

sales ammunition you need...



*T.M. Reg. U.S. Pat. Off. for Siding



UNITED
STATES
GYPSUM

UNITED STATES GYPSUM

the greatest name in building

SEND FOR MORE INFORMATION

UNITED STATES GYPSUM, Dept. 38S-04
300 West Adams Street, Chicago 6, Illinois

I'd like to get on the right track. Send me more information about the GLATEX Siding sales trail.

NAME _____

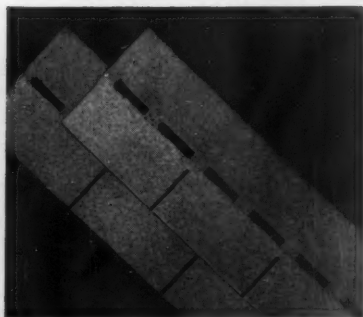
COMPANY _____

ADDRESS _____

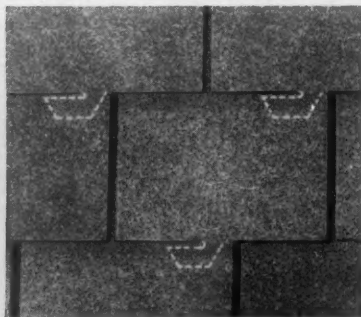
CITY _____ ZONE _____ STATE _____



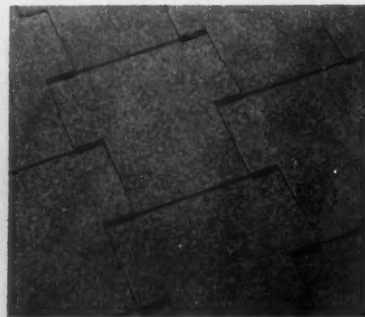
STAY ON TOP WITH RUBEROID ROOFING



RUBEROID SELF-SEALING ASPHALT SHINGLES put the sun to work for you. The sun's heat bonds each shingle to the one beneath. No leaks. No trapped moisture. Written wind warranty. Unique features save application costs.



RUBEROID LOK-TAB ASPHALT SHINGLES give you a big edge over competition. They're easy to apply and almost impossible to blow off. Concealed tabs lock each shingle in place. A written wind warranty helps you sell.



RUBEROID TITE-ONS interlock into a continuous one-piece roof the strongest wind won't budge. The handsome basket-weave pattern is ideal for new roofs, or can be applied right over old roofs. Goes up in no time at all. Written wind warranty.

*For more information see your Ruberoid representative or write:
The RUBEROID Co., 500 Fifth Ave., New York 36, New York.*

RUBEROID®

HELPS YOU BUILD...BUSINESS!



FEATURE TO DEMONSTRATE In new Truscon Series 500 Aluminum Awning Window is top vent that moves down and out, away from frame, leaves space to reach through for washing from inside. That's a big appeal to the mass housing buyer. This window is loaded with features usually found only in the higher priced merchandise. Sturdy, substantial operators. Beautifully finished. Mass production keeps price low.



SLIP-OUT SASH is feature of new Truscon Aluminum Horizontal Sliding Window, Series 700. Ideal for low-cost contemporaries. Nothing flimsy about it. It's rugged. And, it's graceful. Glides easily, weathers wonderfully. It's a window you'll be proud to stock, demonstrate and sell. And, that low price tag sells it fast.

LOW COST PRODUCTS FOR BIG VOLUME SALES

Truscon offers you the products that will help your builder customers go after and sell the lower cost, big volume market. These are products that help builders provide the best possible house and still keep costs down.

When you sell Truscon, you're selling aluminum windows at prices builders can live with, with quality they can point to. Windows with features you can demonstrate. Build to the needs of the low cost market. Truscon warehouses back up your stocks so you can deliver.

Steel doors and frames, too, that install in 15 minutes...complete. Easy to stock, easy to sell. Send coupon for more facts.



**REPUBLIC STEEL
TRUSCON DIVISION**

Youngstown 1, Ohio



NAMES YOU CAN BUILD ON

**REPUBLIC STEEL CORPORATION
TRUSCON DIVISION**

Dept. C-8767-B

1050 ALBERT STREET • YOUNGSTOWN 1, OHIO

I'm interested in an aluminum window line. Send facts.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women

who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!



If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education



✓ ONE ORDER...
 ✓ ONE SHIPMENT...
 ✓ ONE PAYMENT!

WITH SUPERMARKET SHOPPING

AT **Donley**
 BROTHERS



**POKER
 CONTROL DAMPER**

You can fill practically any order with these popular Donley dampers available in sizes from 2 to 8 feet in steel or cast iron.

**SQUARE
 END
 DAMPER**



Sell your customers this poker-control damper for multiple-faced fireplaces.

INDOOR BARBECUE



NEW! For real sales appeal... brings outdoor cooking indoors... brings in the customers... brings in the profits!

CLEANOUT DOORS AND ASH DUMPS



Offer these items with every damper sale! Donley cleanout doors and ash dumps in various sizes are available in corrosion-resistant steel or cast iron.



Supermarket Shopping for metal building products at Donley Brothers helps you cut costs three important ways. You place just *one order* and rest assured that you will receive the same high quality products that have made Donley Brothers famous for over 60 years. *One shipment* means that you cut shipping costs to a minimum. Buying all your requirements from Donley Brothers means that *one payment* is lower because you get the advantages of Donley's quantity discounts on mixed-car orders. Send coupon today for more information.

Other popular items included in the Donley line are . . .

- FOUNDATION VENTS
- ATTIC VENTS
- UTILITY WINDOWS
- BASEMENT WINDOWS
- AREA WALLS
- AUTOMATIC SAFETY BURNERS
- INCINERATOR EQUIPMENT

- ACCESS DOORS
- CRAWL SPACE DOORS
- MORTAR BOXES & TUBS
- JOIST HANGERS
- PACKAGE RECEIVERS
- GARBAGE RECEIVERS
- OUTDOOR FIREPLACE EQUIPMENT

Donley
 BROTHERS

METAL PRODUCTS FOR BUILDING

13905 Miles Avenue • Cleveland 5, Ohio

FOR OPEN WALL SHELVES No. 80 Standard (18" to 144" lengths)
1" Adjustment. No. 180 Brackets (4" to 20" lengths)
Satin anochrome, brass or ebony black finish.

K-V Shelf Hardware

FOR BUILT-IN SHELVES No. 255 Standard (24" to 144" lengths) 1/2" Adjustment. No. 256 Support (3/4" long, 3/4" wide.) Nickel, zinc or bronze finish.



**easily installed,
easily adjusted!**

For low cost, decorative effects or storage facilities wherever they're needed. Easily installed, easily adjusted. Lasts the life-time of the home. Always keeps shelves straight, strong and sag-free. Ask for complete catalog.

**KNAPE & VOGT
MANUFACTURING CO.**
Grand Rapids, Michigan



Manufacturers of drawer slides, sliding and folding door hardware, closet and kitchen fixtures and Handy Hooks for perforated board

**the right flair...
everywhere!**



Touché! The right flair—the right influence! Poly-Clad Plywall provides both...with quality and beauty that excite interest, create sales.

You'll score again and again with Poly-Clad Plywall, the *only* paneling guaranteed against fading—in writing! Twelve handsome wood grain finishes add a persuasive warmth and richness that help convert shoppers into buyers. And the care-free features appeal to husband and wife alike. Poly-Clad Plywall stays beautiful without bother—is protected to resist mars, scuffs, stains. Wipes clean in a jiffy. Prefinished. Ready to go right up. With matching moldings—in nine styles and twelve finishes.

Poly-Clad Plywall interior wood paneling makes the point of difference that adds flair—everywhere—for less!

the right choice ... every time!

... says Paul Forman, Manager Myrtle Avenue Lumber Co.,
Monrovia, California

"Poly-Clad Plywall is a natural for our builders, contractors, and 'do-it-yourselfers.' It helps them save money on paneling, and upgrade their installations as well. The wide selection of finishes ... the guarantee ... and the maintenance-free advantages of Poly-Clad Plywall have made it one of our big sellers—and big profit makers, too."

The Myrtle Avenue Lumber Company has been supplying customers in the Southern California area for many years, gaining an enviable reputation for high quality products and service.

Poly-Clad Plywall can add profits to your paneling picture, too. Display it! Recommend it! Show your customers how beautifully—and inexpensively—it can serve their paneling needs



PLYWALL PRODUCTS COMPANY, INC.

Fort Wayne, Indiana • Corona, California

A Subsidiary of Evans Products Company, Plymouth, Michigan

Sterling
HARDWARE

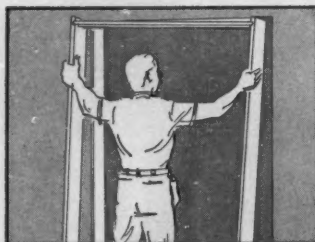
No. 431
FLANGE
MOUNTED
TRACK

New...

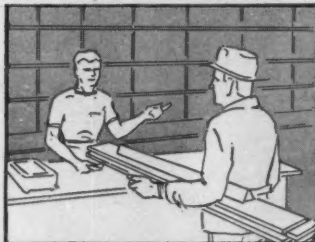
and Better Hardware for Sliding Doors



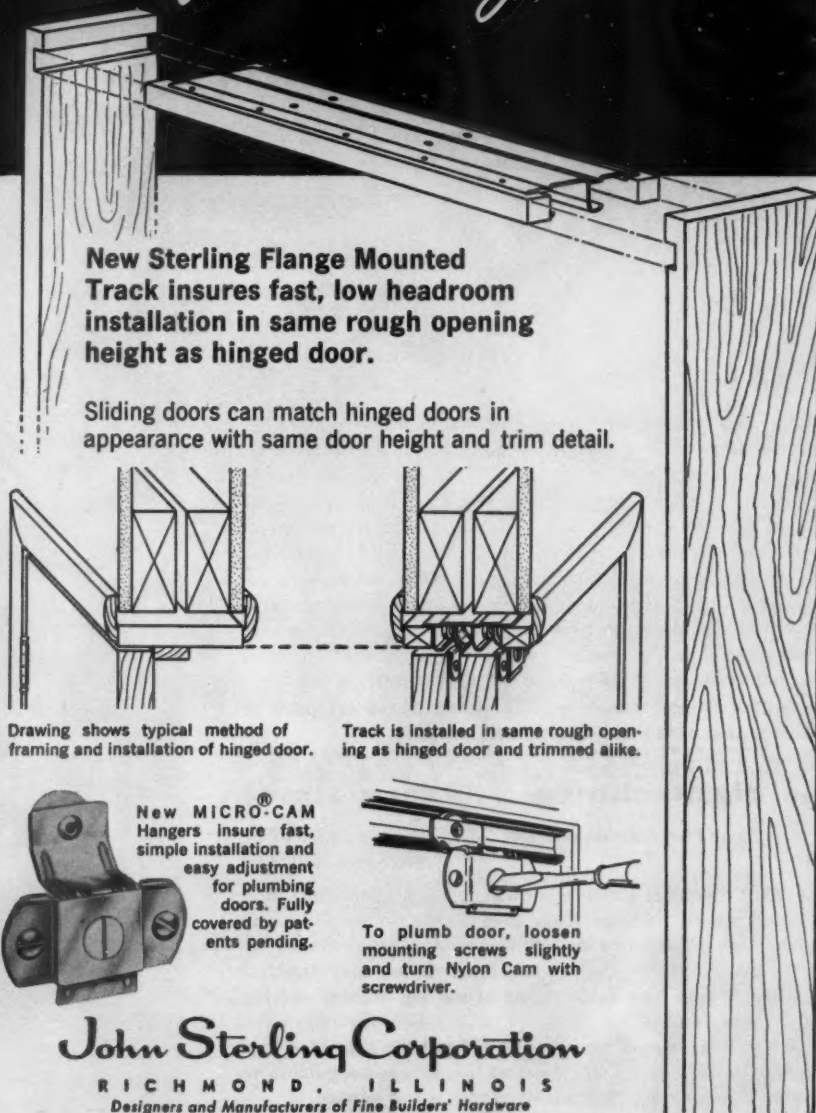
The new Flange Mounted Track and Micro-Cam Hangers are ideally suited for making complete sliding door units in a shop or on the job.



Builders using sliding door units with the Flange Mounted Track find the installation and appearance features far superior to any other type of unit.

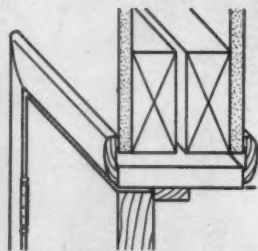


The new track, hangers, door guide, jambs and trim can be conveniently packaged as a KD unit for fast assembly on the job.

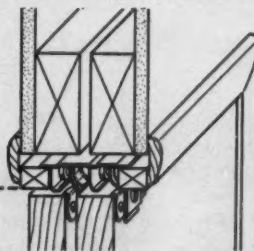


New Sterling Flange Mounted Track insures fast, low headroom installation in same rough opening height as hinged door.

Sliding doors can match hinged doors in appearance with same door height and trim detail.



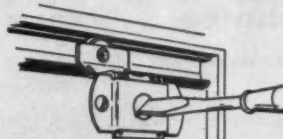
Drawing shows typical method of framing and installation of hinged door.



Track is installed in same rough opening as hinged door and trimmed alike.



New MICRO-CAM[®] Hangers insure fast, simple installation and easy adjustment for plumbing doors. Fully covered by patents pending.



To plumb door, loosen mounting screws slightly and turn Nylon Cam with screwdriver.

John Sterling Corporation

RICHMOND, ILLINOIS
Designers and Manufacturers of Fine Builders' Hardware

Right, Lafayette Lumber Co. of Lafayette, La., began its ready-mixed concrete business 38 years ago, and has developed it into a \$500,000 yearly enterprise. Its ten delivery units service customers ranging from large contractors to home-owners. Below, plant equipment consists of three hoppers, equipped with automatic scales for scientific mixing. One hopper mixes regular cement; second, lightweight aggregates; and third, small orders. Bottom, Plant Manager Arthur Boulet (right) discusses a special ready-mix delivery with Driver Albert Boutin. To speed service, all trucks contain two-way radio unit, connecting them with plant office.



As an added profit line, ready-mix concrete offers dealers wide-open opportunity to cash in on a business, basically as simple to launch as any other department in a building supply organization

HOW LOUISIANAN DEVELOPED \$500,000 READY-MIX MARKET

By Ruel McDaniel • SBS Field Editor

Ready-mix concrete, as an additional profit line, is a comparatively new consideration for many building supply dealers. Not so, however, for Lafayette Lumber Co. of Lafayette, La.

This concern sold its first ready-mixed concrete in 1922, four years after the company was started on \$10,000 borrowed capital. Two laborers constituted its "ready-mix" department, hauling ingredients to the job-site and mixing concrete as needed. Later that same year, the company added a small portable power mixer to its equipment.

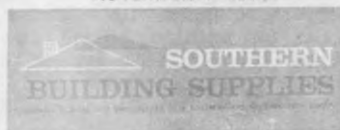
The department has grown consistently since.

Today, the company has an investment of about \$200,000 in its ready-mix and sand-gravel department; and annual volume is almost \$500,000, requiring service of 50 employees.

Building Business. "Building a ready-mix concrete business basically is the same as building any other department of the building supply business," explains P. J. Voorhies, 72-year-old president and one of the company founders. "With us, it has been a matter of producing a good product and merchandising it consistently."

Customers range from the largest contractors — constructing important industrial, commercial, and governmental buildings — to the home-owner wanting a yard of concrete for a new walk between his door and the sidewalk. However, Voorhies estimates that about 75

NOVEMBER • 1960



CALL
FOR
**R
E
A
D
Y
•
M
I
X**



Fast - Economical - Durable



**LAFAYETTE
LUMBER CO.**

CONCRETE DEPT.

100 Spring St.

Lafayette, La.

CE 4-5166

To augment efforts of its salesman and good will contact man, Lafayette advertises ready-mix at least once a week in local evening paper, devoting copy exclusively to concrete. Fourteen local lumber and building supply dealers regularly buy their ready-mix concrete from company.

per cent of volume goes to a comparatively few top-buying contractors.

"But," he stresses, "we devote just as much care to satisfying the home-owner who buys a yard of ready-mix as we do to the contractor who needs many truck-loads."

Delivery equipment consists of ten ready-mix units, mounted on Ford and International trucks. Six of these are six-yard capacity. The others are smaller.

Plant equipment includes three hoppers, equipped with automatic scales for scientific mixing. One hopper mixes regular cement, a second is for lightweight aggregates, and the third is for small orders.

Cement Varieties. Products include not only plain concrete mixed to specifications, but also lightweight concrete produced from light aggregates for commercial buildings. Hoppers are equipped with units for scientifically and accurately mixing various curing compounds to be used to compensate for weather conditions and to meet individual architect and engineer specifications.

On the side of each mix unit, delivering ready-mix for commercial or industrial jobs requiring other than average concrete, there is a tube containing a sample of the mix in the load, to ease and simplify testing by the engineers.

"We are rather proud of the fact that, in our 38 years of selling ready-mix concrete, we have never had a load of concrete turned down for lack of proper mixture or failure to meet specifications," Voorhies says. Extreme accuracy, he believes, has been a major factor in building business for industrial and commercial jobs where engineers are on the job to see that all specifications are met.

When the company finally ordered its first carload of cement, it had to be stored in a building especially insulated to preserve the product over a period of two or three months. Today, the plant sometimes unloads 15 to 20 cars of sand and gravel and one or two cars of cement in a single day.

Plant Superintendent Arthur

Boulet sees that orders get out on time and that specifications of engineers are met exactly, a job which is almost a religion with him. "We figure," he says, "that increasing business starts right here — by our delivering on time and seeing that every order is as specified."

Good Will Man. A feature of the company's ready-mix promotion is employment of a good will man, who devotes his time entirely to calling on customers after the job has been poured, making doubly certain that work was handled entirely to their liking.

A salesman calls on regular ready-mix customers and prospects, with particular attention to architects and engineers. He stresses the company's ability to produce any mix needed for any concrete job. In addition, he likewise contacts other lumber and building supply concerns, fundamentally competitors of Lafayette Lumber Co.

"We are rather proud of the fact that 14 local lumber and building supply dealers buy their ready-mix concrete from us," Voorhies explains. "We feel that they patronize us because they know that we will not take advantage of the situation by trying to sell other materials to their customers."

Drivers on the ready-mix trucks have specific instructions, when delivering concrete to another lumber company.

(Continued on page 99)

Although approximately 75 per cent of its volume goes to top-buying contractors, Lafayette also handles smaller jobs — such as this walk-way for new home-owner. Cost for jobs is determined on basis of quantity bought and delivered.





Stone Lumber Co. of Chickasha, Okla., averages between \$250,000-\$300,000 each year in repair and remodeling business. Operated by father and son team (below), Joe Stone, left, is an architectural engineer, who directs plumbing, electrical wiring, and estimating. His father, E. N. Stone, handles hiring and inventory control. (Bottom), Joe and Mrs. Stone, right, look over blueprints of remodeling job with customer.

By George Phinney • SBS Field Editor

With a stock inventory of only \$50,000, Stone Lumber Co. of Chickasha, Okla., averages between \$250,000 and \$300,000 in repair and remodeling business each year.

How do they do it?

"By continually reminding people through our newspaper ads, handbill mailings, and radio advertising," says Partner Joe Stone, "that it is wiser, cheaper, and a lot more practical to repair or remodel their present homes than to let them run down and then go in debt for a new one."

Stone Lumber Co. is owned and operated by a father and son team of long-time lumbermen. E. N. Stone had been with the Cameron Lumber chain for nearly 25 years, when he and son Joe decided to go into partnership and buy out the Cameron yard in Chickasha in 1952.

Being pioneer residents of Chickasha, the Stones were convinced there was plenty of business in the Grady County town of 19,000 population. They did not want to go into residential development or to cater to big commercial builders; so, they hit upon the idea of trying to convince folks they would be money ahead by keeping their homes in good repair or by remodeling to stay in style.

"As it happens, the plan turned out to be a perfect setup for us both," says E. N. Stone. "Joe is a graduate architectural engineer, licensed plumber, electrician, and expert on estimating, while I am familiar with all other angles of the business, keep an eye on the books, do most of the hiring, and see that our stock and building material supplies stay on a level keel."

Remodeling Service. By specializing in remodeling and repair



Continual Remodeling Theme Sparks Oklahomans' Business

service, the Stones must carry a wide variety of items in both lumber and hardware, as well as in their plumbing, heating, and air conditioning supplies department.

"However, it is not necessary for us to carry a big stock of any one item or material," says Joe, "for ninety per cent of our jobs are small, amounting from \$25 to three or four thousand dollars."

As an example, Stone points out, it might take several different dimensions of lumber to repair or remodel a large house, but it will not take nearly the total board feet required to build a small, new one.

That is why Stone Lumber, with an over-all inventory far smaller than many of its competitors, is able to operate on a larger scale. It carries little dead stock, has quick turnover, and caters to individuals for customers.

Another thing this father and son lumber firm does that is overlooked by many of the larger companies is the fact that it directs most of its advertising to women, particularly the housewife.

"Everyone knows it is the housewife," says Joe, "who has to put up with the same old wallpaper, same old paint, same old color scheme, day in and day out, while the man of the house pays little attention. If he does, it is only on week-ends or before and after work."

"Why put up with climbing rickety stairs a dozen times a day, walk countless miles in an old fashioned, rambling kitchen, or sweep down walls that are hideously covered in a bizarre wallpaper pattern," asks Stone Lumber Company's newspaper ads? "Let us modernize your home from basement to attic, brighten up your living, for the whole family."

Feminine Approach. The feminine approach has proven very effective for the Stones. At the present time they have eight regular carpenters, two licensed plumbers (three counting Joe), and a part-time electrician to take care of smaller repair and remodeling jobs.

"If we get a complete remodeling job, for instance remodeling an old six room frame bungalow into a modern ranch style home," explained E. N. Stone, "we have to hire extra men, of course. And you'd be surprised how often this happens after one of our vigorous radio or newspaper repair, repaint, remodel promotions."

Another thing that makes Stone Lumber Co. popular with prospec-



Stone Lumber actively solicits business for its decorating service, headed by Mrs. Stone and Mrs. Maxine Matherly. Left, customer inspects displays of wallpaper to decide upon remodeling decor.

Before making final decision, customer consults Mrs. Stone, who helps her match drapery material to wallpaper. Mrs. Stone not only buys for department, but also estimates jobs and supervises work.



Company does not promote or advertise its plumbing department except in conjunction with remodeling and repair work.

tive repair and remodeling customers is its one package deal which includes plumbing, wiring, interior decorating, and arrangements for financing, if desired.

Stone Lumber maintains its own plumbing supply department, a shop for leading and pipe cutting, as well as for taking care of emergency customer calls.

"We don't advertise or promote our plumbing department except

in conjunction with our remodeling and repair work," says Joe. "But, if we get a call for a small plumbing job, we send a man out if one is available."

Decorating Department. It is different, though, with Stone's decorating service. Business for this department is actively solicited in both old and new living units.

Mrs. Joe Stone and Mrs. Maxine
(Continued on page 98)



At Kraftco Building Supply, Inc., Little Rock, Ark., last year's Christmas promotion and drive for more charge accounts added 100 new accounts during December. Owner Louis Bona, at left, is particularly sold on drawing power of his favorite 88-cent bargain board which attracted record floor traffic.

By S. W. Ellis • SBS Field Editor

Yearly Christmas promotion aimed at adding 100 new charge customers brings outstanding results for Kraftco Building Supply, Inc., Little Rock, Ark.

Located at the edge of a prosperous suburban area, on a highway that serves Greater Little Rock, the store uses several Christmas attractions to tempt charge customers who are do-it-yourself enthusiasts.

Charge accounts, says President Louis Bona, represent regular buyers of building supplies for homes in a price range between \$10,000 to \$75,000. Most of these owners buy paints and assorted building supplies several times during the year.

"The ideal time to attract new charge accounts is at Christmas, when practically everybody goes on a buying spree. Our Christmas promotion is built around getting more names on our books, especially do-it-yourself prospects."

The Christmas sale is launched with a four-column, 16" newspaper advertisement run near December 1. From then until Christmas Eve, two radio spot announcements are used daily, picking out highlights among our featured items and urging people to come in and register for a \$50 merchandise certificate. For this, registration cards were printed, providing space for checking the request, "I would like to open a charge account."

Last Christmas, 3,000 people registered for the gift certificate. Many of these bought items from the sales floor which was filled with housewares and building sup-

Christmas Promotion That Creates New Charge Customers



At Christmas season, toys at Kraftco are featured solely to attract traffic. Bona, as a matter of record, regards toys as unsuitable line for building supplies store. During last two or three days preceding Christmas, he highlights toy display with such signs as above, announcing clearance prices.

plies. And nearly 100 signified that they wanted to open a charge account.

Friendly Letter. Each of these received a friendly letter and a form to fill out, the latter supplying credit information. After credit references were checked, Bona signed another typewritten letter going to those whose names were added to the books. This letter thanked the prospect for opening an account, urged him to use his credit, and, in friendly terms, reminded him that an itemized statement would be mailed monthly, payment to be made within ten days.

"We added more new accounts last December than any other month since we started in business seven years ago," Bona revealed.

Among the most popular floor items, during the Christmas season, that went on new charge accounts were fireplace accessories, priced from \$18.95 to \$49.95. Bona

senses good sales on these items for years to come. Women like fireplaces in new homes and often specify them when remodeling older homes.

Popular Gift Items. Other popular Christmas lines were redwood bird feeders, bird houses, and planters. These rather unusual gift items are especially appropriate for the building supplies dealer to show at Christmas, the owners believe.

Home workshop power tools and accessories went into Christmas layaways and on new and old open-accounts. They were also bought on a new Christmas Buying Plan promoted last year — one-third payable in January, one-third in February, and the balance in March. No down-payment was required, and no carrying charge made. A number of the more expensive items were bought in this way, including builder's supplies and builder's hardware.

The building has a wide stream-

lined front, facing a broad parking area. Full use is made of the long line of display windows and the wide overhang, which permits weatherproof items to be displayed outside. Garden supplies were the items selected to be shown outside during the Christmas promotion.

The only Christmas decoration used was at the entrance door. Instead of tinsel and Christmas greenery inside, many signs were used to call attention to special Christmas prices. A radial arm saw, suggested as a Christmas gift at a special price, was spotlighted with one of the few Christmas wreaths used.

Pegboard Display. A special 88-cent display on pegboard proved to be one of the fastest-selling gift-suggestion collections in the store. Hand tools, wall plaques, small housewares, and Christmas decoration items were included.

"I keep an 88-cent display all year," Bona confided. "I'd call it (Continued on page 98)

Dealer discovers that ideal time to attract new charge accounts is at Christmas, when practically everybody is on buying spree



Looking at ceiling-tile potential through Arnett's dollar-imprinted glasses are (top to bottom and l to r, where applicable) Charles Scott, Scott Lumber Co., Athens, Tenn.; Bud Warwick, Corryton Lumber Co., Corryton, Tenn.; Leroy Anderson, mayor of Athens, Tenn.; Bud Duncan, Duncan Lumber Co., New Taxewell, Tenn.; Desmond Crum, Crum Lumber Co., Greeneville, Tenn.; and N. E. Burleson, Broadway Mfg. Co., Knoxville. Dealers Warehouse Corp.'s sales prop, below, enumerates key to profits in dealer-wholesaler relationship.



TENNESSEE WHOLESALER INGENUOUSLY DEPICTS DEALER POTENTIAL IN CEILING-TILE SALES

Convinced that dealer-customers in his neck-of-the-woods were missing the boat in getting their share of new-ceiling sales among home-owners, Manager Bill Arnett of Dealers Warehouse Corp., Knoxville, Tenn., recently decided to do something about the whole thing. He was convinced that ceiling tile had reached an all-time high for eye-catching quality. Likewise, he realized that approaching cold-weather months offered A-1 opportunity to sell and install ceiling tile. To Knoxville, one night in early October, he

bade 47 active dealers to dinner. Of those, 41 showed up, along with a contingent of Armstrong Cork officials from Southeastern headquarters in Atlanta, Ga. Following dinner, guests heard the ceiling tile story from the manufacturer's angle, from the wholesalers' level, and how their combined efforts would boom ceiling sales for dealers. Enthusiasm among guests was evident from start, as accompanying pictures testify. Crowning gimmick was distribution of dark glasses with lenses superimposed by dollar-signs.



Dinner group — comprised of 41 dealers, Armstrong Cork officials, and DWC personnel — happily poses for photographer prior to meal. At left, guests unanimously don "dollar" glasses before leaving meeting.



A 21-Step Formula For Bettering Dealer Publicity

A do-it-yourself public relations program for your building supply business is best developed through good publicity, prepared and presented in a professional manner

Most lumbermen do not have enough publicity to make it practical to hire a press agent on a full-time basis. Yet, it is important that the publicity tool of your public relations program be prepared in a professional manner.

Some lumbermen have been fortunate enough to find publicity writers who will take part-time writing assignments. Fees for this average about \$5 for each publicity release. Or, your publicity may be handled on a retainer basis for from \$50 to \$200 a month.

For the vast majority of lumbermen, it is out of the question to hire someone to write your publicity. You need a do-it-yourself publicity writing kit.

Here are 21 ideas to help you prepare publicity that will break into print:

Writing. Obviously, you need to have something to write about before you can begin to put your publicity on paper. All the activities of your employees, your family, and yourself will provide a wealth of ideas for publicity releases.

Next, your problem is how to write these activities so your publicity will appear in your local

newspaper. Here are seven ideas to make your publicity writing easier:

1. **Write News Lead.** Read the first paragraph of any news story in your local newspaper. See if it doesn't tell the story in the first paragraph. This is known as the news lead. You can copy this style and change names, events, and times to fit in with your news. Check to be sure you have answered the questions of who, what, when, where, and why in your first paragraph for a news lead.

2. **Expand Story.** The value of publicity to your public relations program depends on the type, frequency, and amount of copy.

You can increase the amount of copy you receive by an expansion of your lead. In this, you give more details, background, why it happened, or how it took place. Not all releases will be printed completely, but with extra copy you stand a better chance of getting more lines of publicity about your business in print.

3. **Make It Interesting.** Two elements go into the interest value of your publicity. First is the event you are writing about. It should have an interest for people or it

will not break into print.

Second is the way you write. A commonplace story can be made more interesting by the angle used in writing. Good style of writing will also make it more interesting.

4. **Keep It Simple.** Four-dollar words do not belong in publicity. Use short sentences. Select the familiar word rather than the unfamiliar. Don't use trade terms in general publicity. Avoid repeating the same word over and over again.

5. **Use Quotable Quotes.** You may be able to get secondary or unplanned publicity through the use of quotes. Something said in your initial release may be widely quoted for better public relations for your lumber business.

6. **Repeat Names.** Names make news. Yet, the wrong name or a misspelled name is worse than no publicity. Unusual names should be repeated at least twice in the release so the editor can compare spelling for accuracy.

7. **Clarify Numbers.** When figures are used in your publicity, you should show it both in figures and in words. Another thought is to translate the numbers into something more dramatic or meaningful — distance to the moon, time in minutes, etc.

Publicity Style. Professional public relations people use a form for their releases. This is planned to make it easy for the editor to handle the copy. Here are ideas to follow when submitting publicity to give it the professional look:

8. **Identify Releases.** Trying to slip a publicity release past the editor without any identification is a waste of time and money. Be sure to provide information about who sent the release — your name, address, and telephone number. Regular letterhead stationery of your business will give the editor the facts he needs to be assured it is legitimate publicity.

9. **Establish Release Date.** Your best bet will be to note on your publicity release, "For Immediate Release." However, if there is some reason it should not be released immediately, note the date just above your story.

10. **Leave Space At Top.** The editor needs to mark the copy with printing instructions. Leave 2" or 3" of blank space at the top of the page for the editor's notes.

11. **Write a Headline.** Your headline should be the keynote of your publicity release. Keep it short so it can be set in large type to attract more attention.

(Continued on page 99)



This concrete block structure, devastated by "Donna's" blasts, was in Florida area where local restrictions curbed use of wood in favor of concrete block. Such practices are now deplored by state's architects.

'DONNA' DAMAGE UNDERSCORES BUILDING NEEDS

Recent 'worst' hurricane in Florida history, damagewise, points up relative indestructibility of wood frame structures under extreme stress, plus advisability of bolting structural framework to slab

By C. E. Anderson • Technician
Southern Pine Assn.
New Orleans, La.

A scientist of the Miami Weather Bureau estimates that, in its assault on Florida, hurricane "Donna" released energy equivalent to the explosion of a hydrogen bomb every eight minutes.

Amazingly enough, there was little loss of life — thanks to modern warning systems and prompt evacuation of threatened areas.

Loss of property was something else, however.

Chief Forecaster Gordon Dunn of the Miami Weather Bureau labeled Donna "the worst storm, from a standpoint of property damage, that ever hit Florida."

One reason was the fact that, unlike previous hurricanes which struck swiftly across the peninsula, "Donna" turned back and coursed its full length.

Other factors can be traced to construction. From many accounts, the picture is beginning to emerge.

Ellis C. Knox, chief of Miami's Building Department, credited sound building codes and competent code enforcement for restricting damage in certain areas.

Elsewhere, where damage was heavy, he blamed poor construction or lack of codes.

In like vein, Philips Moore, Miami building contractor, had this to say, following inspection of a dev-

astated section of the Florida Keys:

"The terrible damage done here lies in cheap construction. For the sake of a few dollars, owners lost everything."

Sound Construction Benefit. In contrast, reports from other towns which were in the path of the hurricane — such as Sanford, Fla. — credit sound construction "with preventing injuries and great loss."

My own experience, after inspection of the worst stricken areas in the Florida Keys, is that no type of construction — no material — is completely immune to a hurricane so severe as "Donna."

However, it was equally true that well-constructed homes and buildings had a far better chance — and often survived.

Like an earlier hurricane, "Audrey," which claimed 300 to 400 lives on a tiny island area off the

(Continued on page 96)

In wake of hurricane, wood frame walls of house, at right, were structurally intact, in contrast to block rubble on ground. Below, house of wood frame construction survived wind-lashing, demonstrating value of elevated dwelling in susceptible beach areas, where tidal wave can pass under.





Seated at desk, Southern Door Lite President Al Fields checks over department-output figures with General Manager Mac Fields, his well-trained son.

MEET 'GRANDDADDY' OF PREFABRICATED DOOR LITE INSERTS

During past summer, Southern Door Lite added second rangy dust-collector system and officially opened much-needed 5,000 sq. ft. annex, at far right, on original building.



By Sid Wrightsman Jr. • SBS Editor

Talk with President Al Fields of the Southern Door Lite Co., Atlanta, Ga., for five minutes and you understand immediately why he calls himself "granddaddy of the prefabricated door lite insert."

Fields, in that amount of time, undoubtedly can reel off more facts and figures on a doorlite's proud evolution than can the most verbose grandparent on physical progress and prowess of a first-born grandson. But, since he rather humbly claims to have originated the prefab doorlite insert idea back in 1947 — while associating with Tom Addison of Addison-Rudesal, veteran sash and door jobber operation in Atlanta—such tendency is understandable.

In 1957, Fields launched Southern Door Lite Co., then comprised of four workers; a 10,000 sq. ft. concrete-block building, "rattling with excess space"; and basic machinery peculiar to his product.

Fields admits that things were tough-going that first year of operations — a recession having set in in the building industry and elsewhere simultaneously with the company's fledgling business efforts. Despite that situation, in 1958, Southern Door Lite managed to double business done during its initial year; and in 1959, to double again gross business done the preceding year.

To keep up with the ever-increasing demand for its products, Southern Door Lite found itself faced with necessity of expanding. And early this summer, it officially opened a much-needed 5,000 sq. ft. addition on its original building, including luxurious walnut-paneled executive offices. Numerous up-to-the-minute machines — automatic sander, drillers, pre-surfacer, and surfacer — likewise have been installed, plus a second gigantic dust-collector system which required an additional \$5,000 electrical cut-in system installation to run things properly. Total outlay for new set-up and equipment is pegged just past the \$65,000-mark.

Company policy carefully re-
(Continued on page 98)

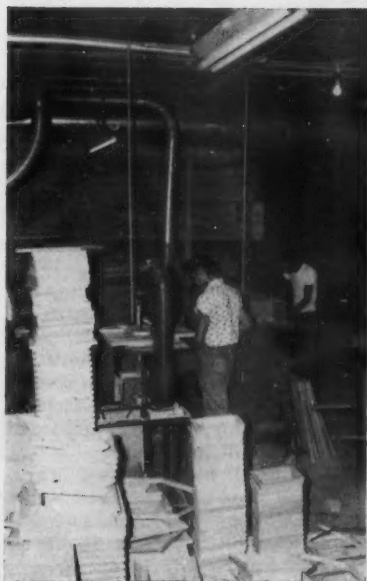


In firm's moulding department (partially viewed, at left), linear material is run on new high-speed precision moulders.



Assembly of lites in company's divided lite department necessitates a minimum of three precision operators.

In drilling and sanding department, SDL employee, left, drills holes in lite moulding with newest electronically-controlled drill. Worker, right, then smooths out blemishes on automatic belt sander.



In "odd ball" department, left, items are produced which are considered out of "regular" run. At right, final touch is given complete pre-manufactured insert, which serves dual purpose of window and screen door and is installed quickly in flush panel exterior doors.





Dixie dealer's delivery trucks make more trips per day due to faster turnaround and cost-reducing benefits which resulted from switch to lift truck handling. Hyster Challenger 60 lift truck performs all handling at retail lumber yard.

Hyster Challenger 60 lift truck and MH end loader attachment can cut handling costs up to 20 per cent while increasing volume $2\frac{1}{2}$ times. End-handling of dimension lumber allowed use of existing shed bays when retail lumber yard switched from hand methods to lift truck handling. End loader attachment is quickly detachable, allowing use of regular forks.

HOW TO INCREASE INVENTORY WITHOUT EXPANDING FACILITIES



Increasing business brought problems to one Dixie lumber dealer when it became necessary to squeeze larger inventories into a retail lumber yard that could not be enlarged.

Solution came when his yard turned to lift truck handling. Hyster Challenger 60 lift truck was put on the job, with the result that the yard is doing about $2\frac{1}{2}$ times the volume, with 20 per cent less handling cost.

MH end loader attachment holds lumber by one end, allowing use of existing stacking arrange-

ments in sheds and yard. End loader is quickly removed for handling with conventional forks. Other special equipment on 6,000-pound capacity, pneumatic-tire lift truck includes LP-Gas fuel system and side-shift carriage.

Many items formerly received, stored and shipped by the piece are now received in unit loads and handled by the lift truck. These items include studs, insulation board, plaster board, plywood, multiple types of roofing and concrete blocks.

Dimension lumber up to 16 foot

lengths is handled in and out of existing bays with end loader attachment.

Advantages attributed to lift truck handling at lumber yard include:

1. Storage of larger inventories in existing areas.
2. Better service to customers.
3. Incoming shipments unloaded and stored in less time.
4. Over-all handling cost lowered.
5. Delivery trucks make more trips per day, thanks to faster turnaround.



Upper left, preparation is key to successful installation of Georgia-Pacific's hardwood plywood panels. For this remodeling job in display area, carpenter uses "furring" strips because wall is uneven. Left, first panel is carefully placed. Applicator chose to use finishing nails rather than mastic or contact cement. Prior to nailing, panels were leaned against wall to determine most pleasing natural wood effect. Above, nail holes are filled with putty stick, made to match hardwood.

PANELS INCREASE PROFIT, DECREASE EXPENSE

Among products that eliminate much on-job expense, aimed at boosting net profit for builder, is natural hardwood plywood wall paneling. It now comes from factory with its own baked-on, plastic, multi-coated "family-proof" permanent finish.

Thanks to progress in plywood industry, these 4 x 8 (or longer) panels, with transparent finish, resist stains, scuffs, and years of wear and tear. Easy and quick to apply, panels eliminate on-job sanding, filling, topcoating, buffing, etc. Application is quick, simple procedure.

Some builders point out that there still are those who insist on "nailing up these tough plywood panels as if they were nailing on battleship armor," and others who

think "a lick and a promise is enough."

Paneling Booklet. Somewhere in between, obviously, is the real time-saving and workable formula. Mel Carpenter, executive of Georgia-Pacific Corp., one of world's largest plywood makers, is author of recently-issued handbook on "How to Panel," which answers many more than usual questions.

It is aimed at taking advantage of full savings in using new "family-proof" natural hardwood plywoods.

"Estimating number of panels needed is no problem," Carpenter points out. "You can take your choice of at least two methods":

1. Some builders use a "rule of thumb" for quick estimating, merely adding length of walls to be

paneled. Divide by four for number of four-foot-wide panels. Then deduct 4/6 of a panel for each door, 3/6 for each window (average size), and 3/6 for average fireplace.

2. To come a little closer, figure square footage of walls (length times height of each). Then figure square footage of window, door, and fireplace openings and deduct from total footage. If walls are eight feet high or slightly less, divide net total by 32 (each 4 x 8 panel equals 32 square feet) to give number of panels. If walls are nine feet high or slightly less, divide by 36 for number of panels.

If hardwood plywood sheets must be stored, lay them flat and away from moisture. Do not try to apply over new plaster wall

until plaster is completely dried, since plaster's moisture will have hard time getting through multiple coats of baked-on "family-proofing."

"Already," Carpenter points out, "your permanently beautiful hardwood paneled wall is practically complete."

Application Steps. Here are suggested application steps:

1. Lean panels around wall to achieve most pleasing sequence for full effect of natural wood grain and colorations. Do not forget to number them on back to keep them in same order.

2. If old wall in remodeling job is smooth and even, or if new wall is plywood sheathing (5/16 is sufficient), hardboard G-P underlayment or similar material, hardwood panels can be fastened to wall with contact cement. In some instances, four- or six-penny nails

may be preferred instead. If the old wall is uneven, if it is a masonry wall, or if paneling is fastened directly to studs, first step is "furring" wall with strips of 1" x 2" or wider material, running strips horizontally on 16" centers. Vertical fill-in strips on four-foot centers provide solid backing where four-foot panels join.

If it is below-ground-level masonry wall, you may want to paint masonry with sealer, then "furr" out with 2x3 or 2x4 studs laid flat against wall on 16" centers.

Adding that professional touch are factory-finished moldings now made to match many types of woods used for "family-proof" finished panels. They include cove, inside corner moldings, outside corner moldings, casing for doors and windows, matching baseboard, and matching base shoe.

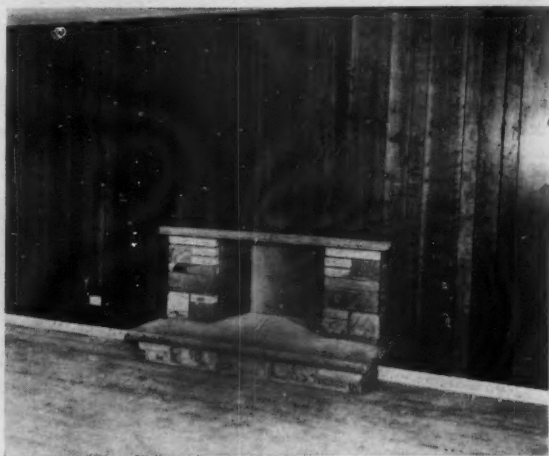
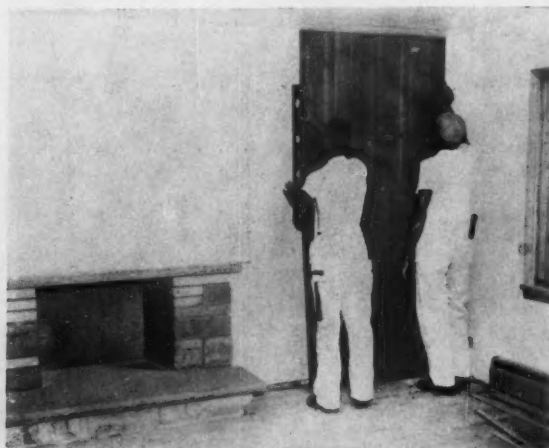
"Family-proof" G-P walls re-

portedly are ready for use after a swish with damp cloth to wipe off fingerprints or smudges. If nailed, there are putty sticks to match each wood, requiring only quick stroke to fill 1/32" deep nail set holes. There also are ready-made finishing "kits" to make other molding or doors match.

Nailing Instructions. If panels are to be nailed, Carpenter suggests four- or six-penny finishing nails every eight inches along panel edges and 16" or 24" in center as maximum.

If contact cement is used, be sure panel fits before pushing it against glue-covered wall. Ease panel against previous panel, or corner, with only extreme edge touching. When it is exactly in place, swing it against wall like swinging door shut. It will be on permanently.

(Continued on page 98)



At top, above, carpenters begin to install G-P cherry hardwood plywood on fireplace wall. Easily-worked panels will be applied directly to wallboard sheathing. After matching, panels are numbered on back to insure proper sequence. Panels, at top, right, fit into corner. If adjoining wall is slightly out of plumb, matching molding will cover crack. If wall is considerably off, carpenters will "scribe" edge of

first panel to fit. At left, glue is applied evenly. Panel, placed in position, should be tapped with rubber hammer to insure firm contact with cement. Above, matching cove molding at top and contrasting baseboard were final step for feature wall. For electrical cutout, hold panel in position and tap gently to make outlet box impression on back, and then saw hole.

Successful Longhorn Dealer Recalls Time When 'Studs' Meant 'Horses' in His Book

In 1946, Marion (Dookie) Pugh quit professional football to enter, as complete greenhorn, lucrative lumber business

By Baron Creager • Southwestern Editor

It was a Sunday morning in Miami, Fla., in November of 1946 and Marion (Dookie) Pugh knew the time had come to quit.

He knew from the way he felt and the way he looked in the mirror — and the way his wife, Helen, looked at him — that he was dying a little bit every Saturday afternoon from the beatings a pro quarterback takes. In those days, the pros played on both Saturday and Sunday, and the beating he took that Saturday was a lulu.

Dookie had limped home to his apartment that morning, after flying in from Brooklyn, to find his wife and an old friend, Herschel Burgess, having coffee and waiting for him with a proposition. Burgess was down from College Station, Texas, to officiate in a game between T.C.U. and Miami. The proposition was that Burgess and Pugh form a partnership and get into the lumber business in College Station. Dookie Pugh accepted then and there.

But it wasn't as easy as it sounds. There is no simile with which to describe his ignorance of lumber and nails and their relationship. To overcome this complete ignorance, he first worked two years with a carpenter crew and eventually built his own house.

"I was so dumb," Dookie recalls, "that when I first heard the carpenters talk about studs I decided this lumber business was rather idiotic. How could they use studs in the construction of a house? The only studs I knew anything about were the stud horses at Texas A. & M. College."

Dookie now operates the successful Marion Pugh Lumber Co. in College Station and, in addition, sells to other lumbermen the franchise for use of the "Doctor Fixit" program he perfected. He told his story in Austin during the convention of the Lumbermen's Associa-

tion of Texas where he had been re-elected association sergeant-at-arms. So far, the job has required no rough-and-tumble body contact.

Nickname Acquired. Both Dookie and Mrs. Pugh were raised in Fort Worth and met for the first time in high school there. It was in high school, too, that the name *Dookie* took root in a peculiar way, for the kids in school applied to Marion as a nickname, the Latin word *Dulcis* for sweet. Probably, agrees Marion, because his name is Pugh, although not spelled like the word that suggests a disagreeable odor.

"Anyhow," he says, "when I got down to A. & M., those country boys couldn't pronounce *dulcis*. In those days, nobody but country boys went to A. & M. So, to make it easier, they twisted it around to *Dookie* and *Dookie* it has been ever since."

The way Dookie tells his story, you can smell the sweat and the damp leather and the liniment, and you can hear all the primeval sounds that go with football. But it can't be told here like Dookie told it.

He entered Texas A. & M. in 1937 and played three years — '38, '39 and '40 — as quarterback. The Aggies were national champions in 1939, went to the Sugar Bowl for the New Year's Day game in 1940, and beat Tulane, 14 to 13. In 1940, the Ags were Southwest Conference champs and in the Cotton Bowl beat Fordham, 13 to 12. The "Dook" passed for the tying touchdown and kicked the winning extra point.

Dookie dropped out of school for the spring semester of 1941 and, that fall, played for Stout Steve Owen's New York Giants. He returned to Aggieland in the spring of '42 to get his degree in sociology, whereupon the U. S. Army gathered him in. He spent the last two years of his service overseas with the tank destroyers, was wounded twice, and came



Marion (Dookie) Pugh

home in the early fall of '45.

"On the way back on the boat," Dookie reminisces, "I tried to get into condition, for I still had a job with Steve Owen and we'd been in correspondence. I ran around that deck until I was almost dizzy. I did knee bends and push-ups and other calisthenics, but I couldn't have been in very good condition when the boat docked in New York the day of a Giant home game. However, I still had youth and I needed it that day."

"When I got to the dressing room the team was suiting up and Steve Owen asked me how I felt. I told him I felt good, and about the conditioning I had taken on the boat coming back. Then he asked me how many plays I remembered and, as it turned out, I could only remember six plays. Steve didn't seem to be much impressed, but he told me to suit up, anyhow, and he might use me some."

"After we took the field and finished our warm-up, I picked a seat at the far end of the bench and settled down for the afternoon—I thought. Actually, I didn't figure to play at all and considered this a fine opportunity to brush up on signals and assignments. Of course, a team carries three quarterbacks, but what I didn't know was that the other two quarter-

(Continued on page 97)

EX-FHA HEAD WARNS 'SOONERS' OF GROWING FEDERAL POWERS

By Baron Creager • Southwestern Editor

If lumber and building supply dealers of America permit the Federal Government to commit itself to a "guarantee" program recently proposed in Washington, "the government will soon be running your business," according to one of the two principal speakers who appeared before the Oklahoma Lumbermen's Assn. convention in Oklahoma City, October 15 and 16.

The other principal speaker maintained that retail dealers are not cashing in properly on their local advertising, are missing much builder business, and should be aware of the great future for them in components for farm and home.

It was the fourteenth annual convention, again housed under one roof in the Municipal Auditorium, with exhibit booths in the companion merchandising mart again filling the spacious auditori-

um basement. And dating the convention for Saturday and Sunday had a highly favorable influence on attendance.

Tax Concern. Early in the convention, it became apparent that lumbermen of Oklahoma — like other businessmen — are becoming concerned over prospects of ever-increasing taxes. For, during the first formal meeting of association directors, Ira Crews, a past-president from Tulsa, exhorted directors and other past-presidents to put state candidates for office on record "before the election" as opposed to an additional state sales tax.

"And the state could save several millions of dollars," Crews pointed out, "by abolishing the Langston school (for Negroes, near Guthrie, Okla.) since we are now supposed to be integrated."

A committee headed by T. J. Hughes, another past-president, reported on a proposal to create a



Mr. Hicost O'Doin Business, as portrayed by Mike McCarty of Oklahoma City, and Mr. Net Profit, by Ed Ansley, Hugo, greeted OLA dealer-members and guests at 14th annual convention and merchandising mart recently.

co-operative retirement trust to function for individual dealers through the association. After considerable discussion it was voted, after a motion by Bud Hanson, another committee member, that the association will circulate a questionnaire to dealers to determine the extent of interest.

W. S. (Bill) Drake Jr. of Austin, Texas — a convention visitor, a past-president of the Lumbermen's Assn. of Texas and present board chairman of the Lumbermen's Investment Corp.—asked to be heard on the retirement issue and, in substance, declared that some sort of retirement plan is becoming more and more essential.

FHA Head Present. Drake attended the convention to meet Julian Zimmerman, then FHA commissioner from Washington, who addressed the first general session of the convention.

On that morning — October 14 — Zimmerman had seven days remaining as FHA commissioner, since he retired from that office on October 21 to become president of the Lumbermen's Investment Corp., with offices in the Lumbermen's building in Austin. At the Oklahoma convention, it was generally expected that, with Zimmerman as LIC head, the corporation would broaden its scope.

Zimmerman was speaker who lashed out at the proposed "guarantee" legislation, declaring, "If you think you can get the Federal Government to guarantee your business, then you'll be in the same miserable position as the farmer. The government will be in the

(Continued on page 95)

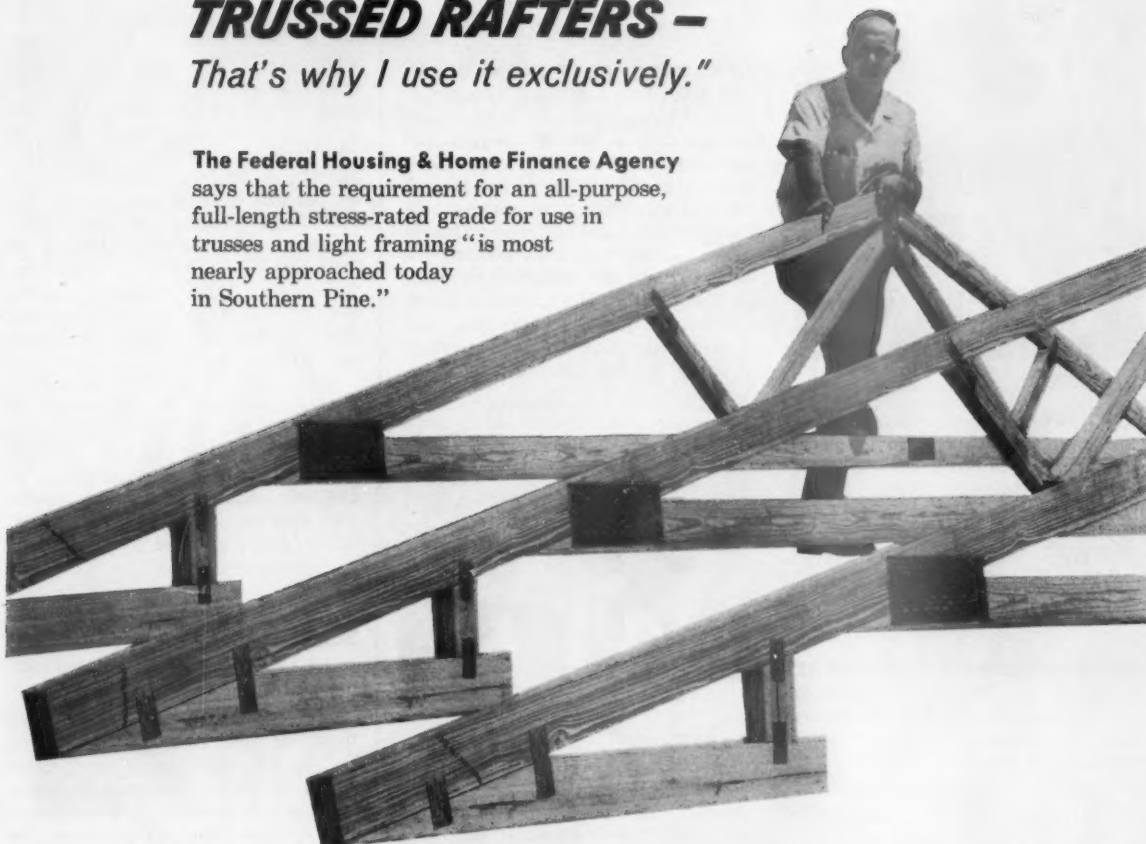
Below, newly-elected OLA President Fred Dale of Davis, left, gets congratulatory shoulder pat from OLA Secretary-Manager W. M. (Bill) Morgan, center. Retiring-President Frank E. Carey of Oklahoma City wears Purple Club cowboy "hall of fame" hat. At bottom, OLA's Purple Club is made up of all past-presidents, who are (l to r) Barney Stewart Jr., Oklahoma City; Walter Kelly, Tulsa; R. A. Parker, Ponca City; Dale Carter, Tulsa; Virge Steger, Durant; Alfred L. Leonhardt, Oklahoma City; T. J. Hughes, Cushing; Ira Crews Sr., Tulsa; R. E. Fraley, Ardmore; Fred Templeman, Enid; and Frank Carey Jr., Oklahoma City. Not included in picture is Walter Hinton, Altus.



SAYS HERBERT O. ROOT, President,
Dade Truss and Manufacturing Co., Inc.
Leading Florida Truss Manufacturer

"SOUTHERN PINE meets
the exacting requirements for
TRUSSED RAFTERS —
That's why I use it exclusively."

The Federal Housing & Home Finance Agency
says that the requirement for an all-purpose,
full-length stress-rated grade for use in
trusses and light framing "is most
nearly approached today
in Southern Pine."



What does this mean to the Retail Lumber Dealer?
This specialized component requires exacting grading
standards . . . and they're more than fulfilled with strong,
dry, grade-marked Southern Pine.

Trussed rafters offer proven economy in home building
today . . . without the sacrifice of quality! As the utili-
zation of trussed rafters and other components increases,
the demand for dependable materials will also increase.

The lumber dealer who stocks grade-marked Southern
Pine will strengthen his competitive position.

Progressive dealers who are moving into the com-
ponent market can be assured of highest quality when
they use Southern Pine. They are assured, too, of a
dependable supply line. The U. S. Forest Service says
. . . the future concentration of the lumber industry
will be in the South.

DRY SOUTHERN PINE OFFERS THESE ADVANTAGES:

- A high quality, all-purpose product in ever-increasing supply.
- A uniform product, carefully manufactured and properly seasoned under rigid grading standards.

Write today for these **FREE** bulletins!

- Stress Grade Guide ● Trussed Rafter Data
- How to Specify Quality Southern Pine
- SPA Buyer's Guide

SOUTHERN PINE ASSOCIATION
P. O. Box 1170—New Orleans 4, La.

Whether you fabricate, or supply manufacturers or builders who do, you
are assured of dependable quality when you insist upon trade-marked

SOUTHERN PINE

FROM THE MILLS OF THE SOUTHERN PINE ASSOCIATION... **IT'S DRY**



MOVING UP in the industry

NATIONAL LOCK CO. . . . Veteran of nearly six years with Medalist Sales Division, **Harry Daly** has been named field representative for new territory, covering western Missouri, as well as central and southern Illinois.



Daly



James

A. M. BYERS CO. . . . New manager of firm's Southwestern Division is **Robert D. James**, who will headquarter in Houston, Texas. James joined company in 1958 as field service engineer in New Orleans area. Byers is among world's largest manufacturers of 4-D wrought iron products.

GRANT PULLEY & HARDWARE CORP. . . . Formerly customer service manager, **Dudley De Sousa** has been named assistant sales manager of Commercial Division. He has been with company since 1953.



De Sousa



Wittmack

WEPCO . . . Newly-appointed vice-president of marketing for this manufacturer of aluminum window products, division of the Weather-Proof Co., is **W. W. (Bill) Wittmack**. He was previously associated with General Plywood Corp. as vice-president of sales and director of their subsidiary, Paine Lumber Co., Ltd. of Oshkosh, Wis.

PHILIP CAREY MFG. CO. . . . Pro-

moted to position of merchandising manager is **G. H. Milner**, who will assist **Martin V. Coffey**, director of merchandising, in promotion and sales of products manufactured by firm's Cabinet Division and Liberty Bell Division. These products include bathroom cabinets and accessories, ventilating fans, range hoods, access doors, door chimes, bell buzzers, and transformers.

REYNOLDS ALUMINUM SERVICE CORP. . . . Named vice-president of this subsidiary of Reynolds Metals Co. is **Sid W. Jagger**. As assistant to Executive Vice-President Albert M. Cole since March, 1959, Jagger has played key role in Reynolds' urban renewal program, which has won awards for large urban redevelopment projects in Washington, D. C., Philadelphia, Cincinnati, Kansas City, Mo., and Kansas City, Kan. RASCO operates in architectural and building products field.



Greer



Harmon

HYSTER CO. . . . Named manager of company's retail branch in Chicago is **Jack P. Greer**. Succeeding Greer as Midwest regional manager is **William C. Harmon**, who was elevated from position of Midwest regional representative. Harmon joined Hyster in 1953 as member of Industrial Truck Division sales department in Danville, Ill. He later held positions as retail salesman in Jackson, Miss., area and as regional representative in Southern and Midwest regions.

FORMICA CORP. . . . Formerly sales training director, **Albert L. Munsell** has been named general sales manager. Munsell, prior to joining Formica, was sales executive with Truscon Div., Republic Steel Corp. **Joseph H. White**, Pittsburgh, Pa., district manager, succeeds Munsell as sales training director. **Thomas L. Eagen** assumes staff position of manager, contract sales. In this capacity, he will coordinate company's sales activities directed to original equipment market.

AIA Opens Nominations For Annual \$25,000 Architectural Award

American Institute of Architects will receive nominations for fifth annual \$25,000 R. S. Reynolds Memorial Award, largest award in architecture.

This international award is conferred each year on an architect who has designed a significant work of architecture using aluminum creatively. Prime consideration is given creative value of architect's contribution to use of aluminum and its potential value on architecture of our times.

An architect may be nominated by anyone, including himself or his firm. AIA this year is encouraging newspaper, magazine, radio and television editors to nominate local architects whose buildings are eligible.

Administered by AIA, the award was established by directors of Reynolds Metals Co. in memory of firm's founder, the late Richard Samuel Reynolds. In addition to \$25,000 honorary payment, recipient also receives an original piece of sculpture created by prominent contemporary artist.

Scheick to Succeed Purves In AIA Executive Post

William H. Scheick — vice-president of the Timber Engineering Co., and former executive director of the Building Research Institute, National Academy of Sciences — has accepted the post of executive director of the American Institute of Architects, effective January 1, 1961.

Scheick will succeed Edmund Randolph Purves, veteran AIA executive director, who joined the AIA headquarters staff in 1941. Purves will become consulting director of AIA during 1961. He will advise the new executive director on a continuing basis, tour AIA regions to strengthen communication between headquarters and the field profession, and represent AIA abroad in international professional conferences.

Scheick obtained a bachelor of architecture degree from Carnegie Institute of Technology and a degree of master of science in architecture from the University of Illinois. Between November 15, when he joins the AIA staff, and January 1, he will hold the title of managing director.

MANUFACTURER NEWS



H. LAMAR CLARK has been appointed sales representative in Atlanta, Ga., office of **Formica Corp.**, subsidiary of **American Cyanamid Co.** He will handle sales of laminated plastics for decorative applications in residential, commercial, and institutional establishments, as well as **Flakeboard** core-stock material.

L'ANSE, MICH.: **Celotex Corp.** recently opened new insulating fiberboard plant here, reportedly world's most completely automated and mechanized fiberboard manufacturing facility. With its official opening, **Celotex** — major supplier of sound conditioning, insulating, gypsum and roofing materials — added second and Northern manufacturing facility for fiberboard products.

GLOUCESTER, MASS.: **Rogers Isinglass and Glue Co.**, manufacturers of adhesive products, has named **William Clyde Lanham** as Southern representative. He will service territory covering Georgia, Alabama, Mississippi, Florida, Tennessee, and eastern Louisiana. Lanham has background of more than 20 years of sales and purchasing experience in industrial supply and equipment field.

ATLANTA, GA.: Sales have reached new plateau for **Shower Door Co. of America**, according to recent report. A 26.2 per cent increase in sales for first six months of 1960 over 1959 sales represents best six months sales in company's history.

BUFFALO, N. Y.: **Donald T. Carr** has been named director of sales for **Package Sales Division**, and **Richard**

Klingeman, chief chemist, of **Osmose Wood Preserving Co.** Carr, with twelve years experience in building products field, will supervise marketing of new line of **Osmose** packaged products through building materials trade.

NORTHLAKE, ILL.: **Wesley Green** has recently joined **American Screen Products Co.** as sales manager of brand products. He previously was Midwest district manager for sale of aluminum components for **Hunter-Douglas**. **American Screen** manufactures **Homeshield** line of building products and line of **Har-Vey** door hardware.

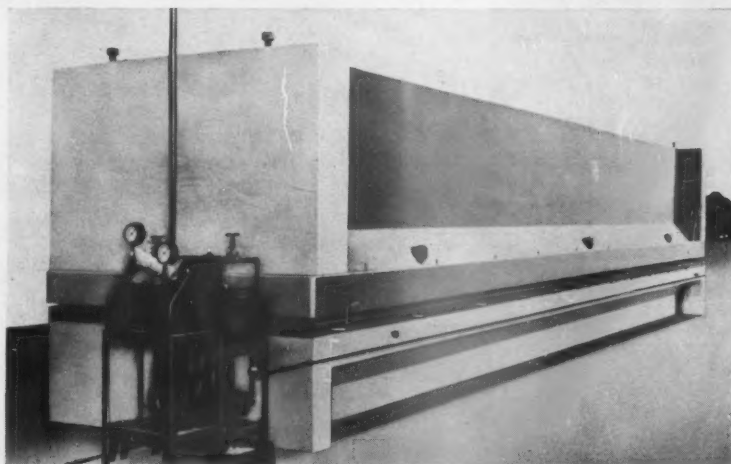
PINELAND, TEX.: **Southern Pine Lumber Co.** of **Diboll, Tex.**, has announced plans for new particle board plant to be located here. Plant initially is designed to serve company's two furniture manufacturing plants and Southwest market. It is scheduled to produce approximately 26,000 sq. ft. of particle board per day in special German process.

ARLINGTON, VA.: **Edward Francis** has been appointed sales repre-



GEORGIA GOVERNOR Ernest Vandiver and **Malcolm Meyer** (left), executive vice-president of **Bestwall Gypsum Co.** and president of **Bestwall Certaineed Sales Corp.**, **Ardmore, Pa.**, discuss **Bestwall Gypsum's** new **Brunswick, Ga.**, plant at celebration marking Georgia's State Dock dedication in **Brunswick**. **Bestwall**, with seven other plants across country, imports 350,000 tons of gypsum rock annually at **Brunswick**. Company manufactures 300-million square feet of gypsum board and lath products, and all types of gypsum wall plasters, graded commercial rock, and agricultural gypsum yearly.

sentative for **Southern Season-all, Inc.** He will handle complete line of **Season-all** products, including combination storm-screen doors and windows, aluminum awnings and siding.



A-TRUSS-A-MINUTE—This huge new gravity-fed hydraulic press, reportedly producing completely-fabricated roof truss or wall panel at flick of switch — in about one minute's time — recently was unveiled by inventor **J. Calvin Jureit**, president of **Gang-Nail Sales Co., Inc.**, **Miami, Fla.**, manufacturer and distributor of wood connector plates. This steel and concrete "Atlas" is first known press to create complete truss, up to 40' long, in single operation. Advantages claimed over old-style fabricator include speedier loading of press through side, rather than at end; and continuous operation via alternating jigs, one on each side of press, whereby one truss is assembled while another is being pressed. **Jureit's** concrete press, design and specifications for which shortly will be offered to fabricators on license-franchise deal, consists of stationary poured-concrete bed, over which 100-ton concrete platen operates vertically by means of sliding hydraulic mechanism. Single handle controls pressure action to squeeze **Gang-Nail** connectors into wooden truss members, eliminating rough pounding motion of conventional truss-producing methods, often damaging wood fibers.

PRODUCT PARADE

TERMITE CONTROL METHOD

Revolutionary method of termite control is now offered by Mariae Associates, Dept. SBS, P. O. Box 64, Glendora, Calif.

Called X-Termi-Nail, unit consists of nail-like cartridge containing sodium fluosilicate, which is driven into strategic locations throughout wood structures. Ordinary nail is then driven through cartridge, impregnating area around nail.

Key features of this new cartridge reportedly are its low cost and ease of application. Primarily designed for new buildings, X-Termi-Nails can be used on older houses, utility poles, farm wood fences, or other construction subject to termite infestation. Because nail unit is completely sealed, it is said safe to handle and use.

Write L1 on reply card, page 83.

RUSTIC INTERIOR PANEL

Seadrift — rustic interior paneling — is announced by Masonite Corp., Dept. SBS, 111 W. Washington, Chicago, Ill.

Grooves in Seadrift are spaced at approximately $3\frac{1}{2}$ " o.c. Embossed surface has factory-applied white primecoat, ready for additional paint coat or two-toning.

"Personality paneling" promotion reportedly includes all ingredients needed to build multiple sales: envelope stuffers, color samples, wall or counter displays, mobiles, and ad mats.

Write L2 on reply card, page 83.

INSTALLATION TOOL CASE

Special installation tool case is offered by Weiser Co., Dept. SBS, 4100 Ardmore Ave., South Gate, Calif.

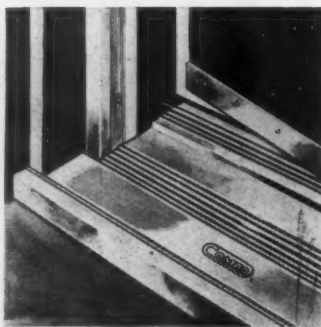
Case, made of wood and complete with handle, is convenient for carrying any tool combination. Provides safe method of transporting and housing tools. Wooden construction said to permit low cost and eliminate damage to tools that are often bumped when removed or replaced in case.

Write L3 on reply card, page 83.

ALUMINUM SILL-THRESHOLD

All-in-one extruded aluminum "Sill 'n Threshold" — to eliminate need for sleeper in concrete or terrazzo floors — is product of Combo Mfg. Co., Dept. SBS, 3327 Winthrop Ave., Fort Worth, Tex.

Notching wood floors or chipping concrete slabs is no longer necessary. Doors reportedly may be re-located simply. Claimed to save cleaning and upkeep costs.



Reputedly, it is rust-proof, leak-proof, termite-proof, weather-proof, and dust-proof, needing no maintenance or painting. Easily cleaned.

Companion products for complete weathersealing are "Dor-Stop" and "Dor-Bott'm." Products, made of extruded aluminum with vinyl seals, provide positive weathersealing, yet allow doors to open and close easily.

Write L4 on reply card, page 83.

HARDBOARD SIDING

Shadowcast 7/16" hardboard siding is marketed by Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

Features two application guide lines on every long edge to provide quick, accurate alignment of 16'-long lap siding. Guide lines permit 11" or 10 1/4" exposure.

Packaged with every siding shipment are quantity of 8d (2 1/2") Stormguard siding nails, designed for fast, easy application without



dimpling or fracturing primed surface.

Hardboard siding also said to offer these additional benefits: Attractive appearance of wide-width side-wall finish with lapped horizontal joints; 16' lengths for rapid coverage with fewer joints; prime-coated and back-sealed; cuts like wood with power or hand saw — no splintering or splitting; and grips nails easily and securely at first hammer tap.

Write L5 on reply card, page 83.

"RANCH HOME" PLAN BOOK

Illustrated Ranch Homes, home plan book, is now available from Archway Press, Inc., Dept. SBS, 117 W. 48th St., New York 36, N. Y.

Priced at 50 cents each, book contains wide variety of styles and sizes of ranch homes, split-levels, and expansion designs. To widen customer plan service, company offers at no extra charge with each 25 copies, five copies of another recent book in similar format.

All books have complete builder-blueprint plans at four sets for \$35 and include FHA specification sheets and lumber and mill check-lists.

Write L6 on reply card, page 83.

WOOD FURNITURE LEGS

Line of unfinished wood furniture legs — claimed by manufacturer to be "revolutionary product improvement" in furniture leg field — is announced by Gerber Wrought Iron Products, Inc., Dept. SBS, 1510 Fairview Ave., St. Louis 32, Mo.

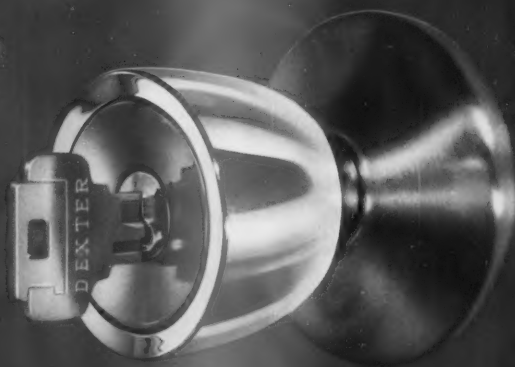
Called "special height adjuster," it purportedly enables consumer to compensate for uneven floors by simply turning adjuster up or down.

Write L7 on reply card, page 83.



New Larger, Richer Rose

now $2\frac{9}{16}$ " in diameter
- smartly different in design
- the BEST, improved again!



- Progress by Dexter now gives you a new, smarter design of rose — and a full $2\frac{9}{16}$ " diameter.
- Sell Dexlock's beauty as well as performance.
- Dexlock with larger rose easily installs in $1\frac{1}{2}$ " to $2\frac{1}{4}$ " crossholes.
- Best for old or new installations.

New Color-Coded Boxes

help you easily select
the right DEXTER lock

Here's new time-saving, trouble-saving convenience for both builders and dealers. New color coding on all Dexter lock boxes tells you at a glance the function of the lock inside. No more time spent reading the fine print or fumbling to open the box. Pick the color . . . and you have the right Dexter lock.



Key locks are packed in boxes with **green** color coding



Privacy sets are identified by **blue** color on box



Passage sets are recognized by their **brown** color coding



Patio sets come in boxes with **red** color coding

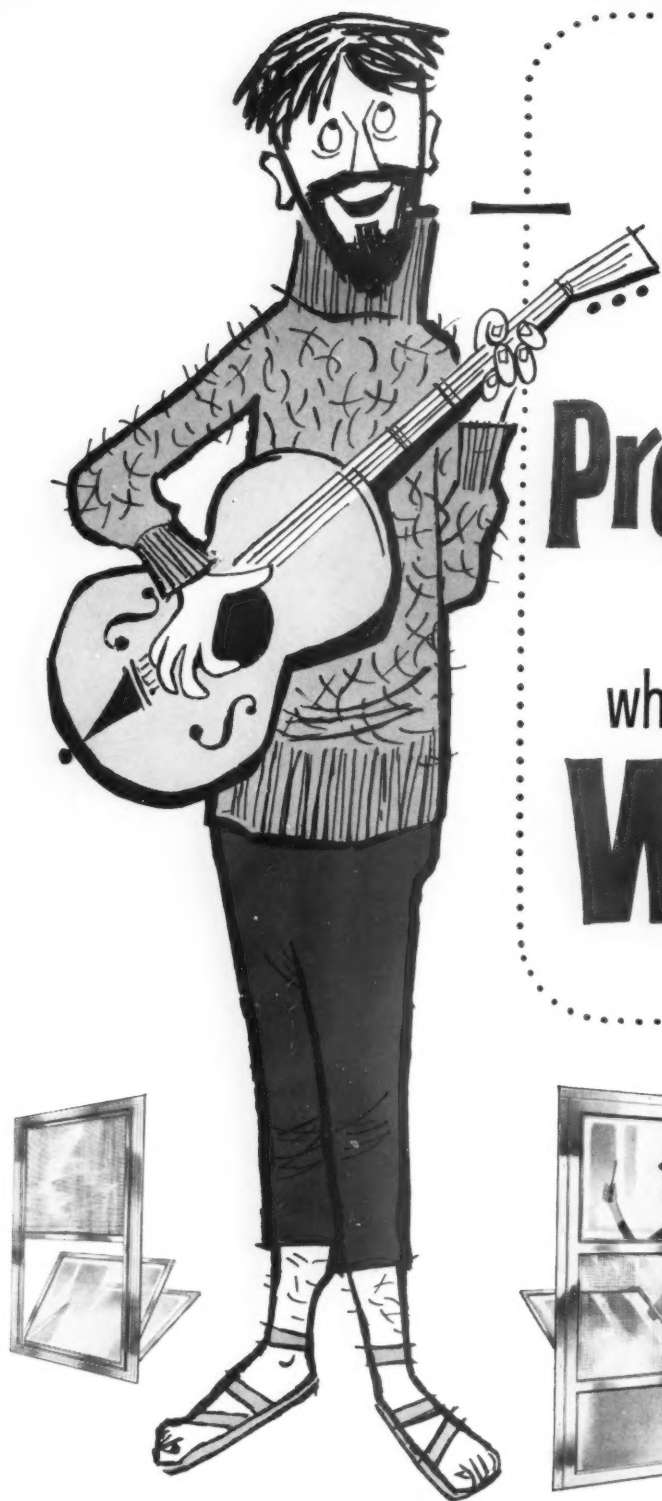
WRITE FOR NEW FULL COLOR BROCHURE . . .

DEXTER LOCK DIVISION

Dexter Industries, Inc. Grand Rapids, Michigan

IN CANADA: Dexter Lock Canada, Ltd., Galt, Ontario. IN MEXICO: Dexter Locks, Plata Elegante, S.A. de C.V., Monterrey. Dexter products are also manufactured in Sydney, Australia and Milan, Italy.

BUY DEXTER



Like...
— it's music
from
Profitsville,
Man...
when You get with the
WEPCO
LINE!

WEPCO the **BUY-WORD**
for Quality in Aluminum
Building Products

Self-Storing Combination Storm-Screen
Windows and Doors . . . Prime House
Windows . . . Californian Screen Door . . .
Floridian Jalousie Door . . . Aluminum
Siding . . . Grilles, Thresholds,
Door Protectors . . . Door Sweeps . . .
Push Bars and Trax Wax



LITCHFIELD, ILLINOIS

Distributed in this Area By:

Sash Door & Glass Corp.
Richmond, Va.

Toombs & Company
Springfield, Mo.

Central Warehouse
Bristol, Va.

Roanoke Hardware Co.
Roanoke, Va.

Reserve Warehouse Corp.
Chattanooga, Tenn.

Dealers Warehouse Corp.
Knoxville, Tenn.

Delph Hardware Company
Charlotte, N. Carolina

Hassinger Wholesale Co.
Greensboro, N. Carolina

AMERICA'S MOST WIDELY USED, WIDELY DISTRIBUTED MASONRY WALL REINFORCEMENT



Wherever you sell block you should sell Dur-o-wal

Fancy claims aside, this is the significant fact about Dur-o-wal: It is more widely wanted than any other type of masonry wall reinforcement. It's the national best-seller.

Wherever masonry walls are built, wherever a dealer does business selling masonry, there is more business to be had, with a stock of Dur-o-wal—backed for service by eight strategically located Dur-o-wal factories.

All this, of course, because—with its trussed design, butt-welded construction, scientifically deformed rods—Dur-o-wal masonry wall reinforcement obviously does the job. Standard Weight Dur-o-wal used every second course adds 71 per cent flexural strength to a masonry wall. Get test facts from any of the Dur-o-wal locations below. Tell your customers to see us in Sweet's Catalog.



Two engineered products that meet a need. Dur-o-wal reinforcement, shown above, and Rapid Control Joint, below. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.

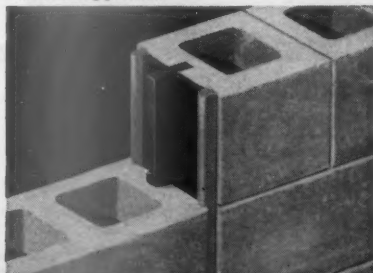
DUR-O-WAL®

Masonry Wall Reinforcement and Rapid Control Joints

RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

DUR-O-WAL MANUFACTURING PLANTS

- | | |
|--|---|
| • Dur-o-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. | • Dur-o-wal of Ill., 119 N. River St., AURORA, ILL. |
| • Dur-o-wal Prod., Inc., Box 628, SYRACUSE, N. Y. | • Dur-o-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. |
| • Dur-o-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. | • Dur-o-wal of Colorado, 29th and Court St., PUEBLO, COLO. |
| • Dur-o-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. | • Dur-o-wal Inc., 165 Utah Street, TOLEDO, OHIO |



ELECTRIC STAIRWAY

Automatic electric stairway — built to give trouble-free, lifetime service — is innovation of Precision Parts Corp., Dept. SBS, 400 N. First St., Nashville 7, Tenn.



Simple engineering principle said to assure perfect opening and closing. Operated by one-third horsepower, 115-volt, 60 cycle, single phase electric gear motor. Push-button switch fits standard wall receptacle.

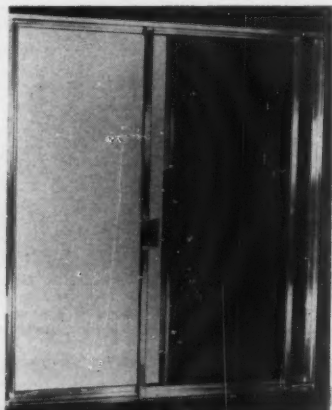
Covered with ribbed rubber tread over full 8" x 19 1/2" step area. Hand rails made of galvanized steel tubing.

Write L8 on reply card, page 83.

SLIDING GLASS DOOR

Sliding glass door — with heavy gauge extruded aluminum frame for maintenance-free service — is distributed by Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

Door purportedly won't rust, rot, warp, bend, swell, shrink, or crack. It never needs painting and is com-



pletely weatherproof. Weatherstripping includes heavy extruded bulb-type vinyl around stationary panels and at sills of operating panels. Sili-

cone-treated wool pile at heads and stiles of operating panels, and at all meeting stiles, makes door waterproof, wind-proof, dust- and dirt-proof.

Extruded aluminum panel frames accommodate sheet, plate or insulation glass. Moving panels glide silently at touch on factory-lubricated adjustable nylon ball-bearing rollers. Door available with either standard caustic etch and lacquer finish or aluminite.

Write L9 on reply card, page 83.

BUILT-IN BARBECUE CART

Portable built-in, newest addition in line of Char-Grill barbecue grilles, is announced by Majestic Co., Dept. SBS, Huntington, Ind.

Called "Porta-Kart" and described as both "built-in" and "roll-out," mobile unit accommodates any of three Char-Grill models — gas-fired, electric and charcoal units.

Over-all dimensions of Porta-Kart are 36" high, 33 1/4" wide and 22 1/2" deep. All-steel unit rolls on four 6" diameter ball-bearing, rubber-tired wheels. Two wheels are swivel-mounted for easy maneuverability.



Deeptone grey wrinkle-enamel finish matches Char-Grill line; chromed push handle and lower door pulls harmonize with hardware and trim of Char-Grill cabinets.

Write L10 on reply card, page 83.

NON-TOXIC ENAMEL

Super Bru-Lux enamel, made with odorless solvents and Iso-talic, is marketed by Bruning Bros., Inc., Dept. SBS, 1800-1900 N. W. First Court, Boca Raton, Fla.

Iso-talic is ingredient that reportedly makes enamel easier to apply and faster-drying than most other enamels. Available in colors and non-yellowing white. Said to retain gloss for years.

Non-toxic, enamel is claimed completely safe for use in homes with children or pets. Its resistance to acids and alkaline fumes makes it ideal for general or exterior use.

Write L11 on reply card, page 83.

PANELING CLEANER

Marlite cleaner, made with special formula developed to clean and renew luster of plastic-surfaced Marlite paneling, is introduced by Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.



Marlite cleaner also may be used for cleaning non-porous surfaces, such as furniture, radios, TV cabinets, appliances, and interior wood trim. Easy-to-use cleaner comes in one-pint plastic containers and in one-gallon cans.

Write L12 on reply card, page 83.

FOLDING SAWHORSE LEG

Self-locking, all steel, riveted, folding sawhorse leg which reportedly costs no more than wood construction is now distributed by Grip-Tite Mfg. Co., Dept. SBS, Box 111, Winterset, Iowa.



Bridge-like design and high-strength construction of Port-A-Legs said to eliminate wobble and tendency of many horses to loosen and sag after continuous use.

Made of 16 gauge steel, legs purportedly support over 1,000 lbs. Other features stressed are: legs extend to 18"; 42 sq. in. contact area in steel jaws; 24" working height or additional height by using 2 x 6, or 2 x 8 crosspiece; channel shaped legs; and 6" x 6" x 26" folding size.

Write L13 on reply card, page 83.

HOLLOW WALL ANCHOR.

"Dazy" hollow wall anchor — newest addition to line of fastening and drilling devices for masonry — is marketed by Arro Expansion Bolt Co., Dept. SBS, Marion, Ohio.

"Dazy" is sturdy, easy-to-use fastener that requires small hole for securing fixtures to wallboard, plasterboard, lath and plaster, tile plywood, and sheet metal.

Made in nine sizes to accommodate various wall thicknesses and loads. When installed, fixture can be removed and replaced as many times as necessary without disturbing anchor. Unique rib-design on underside of screwhead claimed to eliminate galling in installation.

Write L14 on reply card, page 83.

PARTICLEBOARD FLOORING

Economical particleboard flooring — which comes in handy 4'-square, $\frac{3}{4}$ "-thick panels—is marketed by Pacific Plywood Co., Pacqua Div., Dept. SBS, P. O. Box 78, Dillard, Ore.



Squares are grooved, giving appearance of 25 standard, 9"-square blocks in each panel. Quik-Flor panels are quickly placed by nailing over wood sub-floor. Easily cut to fit sides, corners, and angles.

Wood particles blended with synthetic binders compressed under heat and pressure, with "permanized" prefinishing, said to give Quik-Flor wearability, resiliency, and resistance to marring, denting, and staining.

Write L15 on reply card, page 83.

METAL ROOFING NAILS

Roofing nails with neoprene washers attached have been developed by Independent Nail & Packing Co., Dept. SBS, Bridgewater, Mass.

Said to be perfect fastening for all types of metal roofing, nails will not loosen or back out. Scientifically engineered threads lock with wood fibers to hold tight permanently. Neoprene washers reportedly remain resilient, making tight, waterproof seal for life of roof, despite normal contraction and expansion. Washers are not cracked or damaged by hammer blows in driving.

Write L16 on reply card, page 83.



Used with precision **DUO-FAST** staples . . .
these tackers keep working
. . . or we service them FREE!

Yes, that's the deal with DUO-FAST. All your customers do is keep their DUO-FAST Staple Guns or Hammer Tackers (which you supply) on a steady diet of quality DUO-FAST Staples (which you also supply). Under our famous **FREE SERVICE GUARANTEE**, your nearby DUO-FAST Distributor keeps these tools in top working condition . . . without cost to you or your customers. They gain time and money—you gain time, money and good will.

You'll like dealing with DUO-FAST. You'll like the quality Tackers . . . the precision Staples in 5M and 1M packs . . . the free sales aids. Let us prove it. Send today for the dealer facts . . . including **FREE Bulletin FT-26**.



NEW S-762
STAPLE NAILER
drives 1½" staples

If you operate a sash and millwork shop, or if you do home prefabrication work, you'll find the S-762 a real time and money saver. Send today for complete information.



DUO-FAST / **FASTENER CORPORATION**
3708-07 River Road
Franklin Park, Ill. 0443

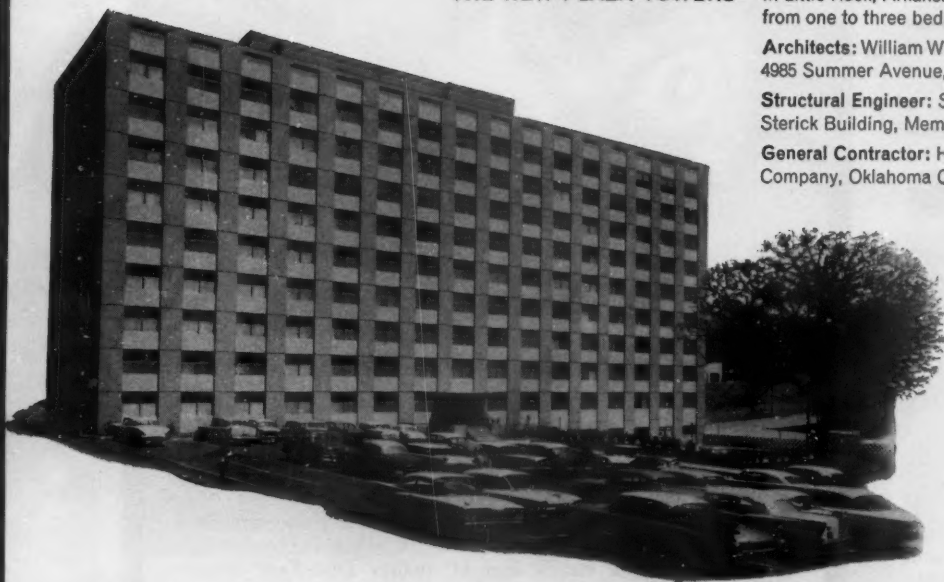
THE NEW PLAZA TOWERS

in Little Rock, Arkansas, has 132 apartments, from one to three bedrooms.

Architects: William W. Bond, Jr., and Louis Ost, Jr., 4985 Summer Avenue, Memphis, Tennessee.

Structural Engineer: S. S. Kenworthy, Sterick Building, Memphis, Tennessee.

General Contractor: Harmon Construction Company, Oklahoma City, Oklahoma.



"We keep corners crack-free with KEYCORNER"

SAYS "TINY" KIRK OF KIRK PLASTERING AND TILE COMPANY, LITTLE ROCK, ARKANSAS

Architects and builders like "Tiny" Kirk's reasons for using Keycorner.

And they like what *doesn't* happen afterward. "Test results showed that Keycorner lends more crack resistance," said Tiny.

"My experience has proved out those test results. We haven't had a corner crack on us yet. That's why we use Keycorner."

DEALERS: this powerful
Keystone advertisement—
now appearing in leading
builder publications—
is helping you boost sales

Keycorner comes in easy-to-handle four foot lengths and goes up in a hurry. "But what I like most about Keycorner, it doesn't cut up my hands," says Carl Kennedy, one of Kirk's best workers.





A living room in one of the apartments of Plaza Towers. The owner, W. C. Mason of Little Rock says, "I shudder to think of what the upkeep on our apartments would be if the walls and ceiling weren't plaster. We chose it for its beauty, superior fire resistance and economy as well. And we're happy we did."

KEYCORNER is another fine product of

KEYSTONE STEEL & WIRE COMPANY

Peoria, Illinois

Makers of KEYSTRIP • KEYCORNER • WELDED WIRE
NAILS • FABRIC • TIE WIRE • KEYDECK • KEYWALL

ALUMINUM SHUTTERS

Practical window shutter that goes well with any architectural style is available from Modern Materials Corp., Dept. SBS, 7018 South St., Detroit 17, Mich.

Shutters are manufactured with solid aluminum slats locked into heavy continuous aluminum frame. Said to eliminate frequent and costly painting, warp, rot, rust, peel, or blisters.

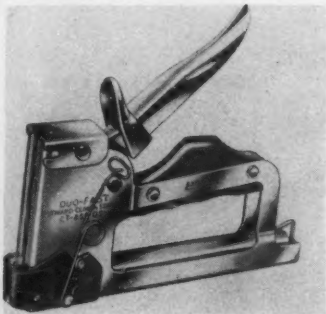
Finished with heavy coat of durable baked enamel designed to give years of lasting service. Furnished in 16" widths, made to any specified length, and available in popular colors.

Write L17 on reply card, page 83.

OUTWARD CLINCH STAPLER

Improved version of Duo-Fast outward clinch stapler has been announced by Fastener Corp., Dept. SBS, Franklin Park, Ill.

Stapler diverts staple legs outward and upward as it is driven — without use of any metal plate or anvil beneath tool. Improvement consists of adjustment device enabling user to control amount of staple curl and to compensate for wear after long usage.



Stapler is used to attach inventory tickets and various shipping tags to corrugated cartons, and for attaching insulation wrappings around air ducts.

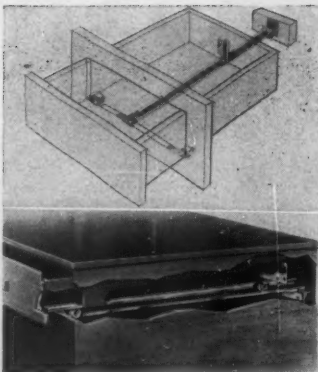
Write L18 on reply card, page 83.

UNDER-DRAWER SLIDES

Single-track under-drawer slide (No. 1175) is introduced by Knap & Vogt Mfg. Co., Dept. SBS, 658 Richmond, N. W., Grand Rapids, Mich.

Said to be superior to many double-track slides, No. 1175 features extra-large, flanged nylon rollers with Teflon bearings for quiet, smooth, easy-rolling operation. No possibility of side-binding.

Designed to fit any length or width drawer, it supports 30 to 50 lb. load without sagging, even when fully extended. Built-in stops prevent accidental removal.



Features of another under-drawer slide, No. 1150, are: Hardware completely concealed when drawer is open; mounting occupies unused space between drawers; easy adaptation to various length drawers; and easy installation. Available in four standard sizes: 17", 20", 22" and 24" tracks.

Write L19 on reply card, page 83.

UNDEREAVE VENTILATOR

Undereaves (soffit) ventilator, model No. 624, has been introduced by Leigh Building Products, Division of Air Control Products, Inc., Dept. SBS, Coopersville, Mich.

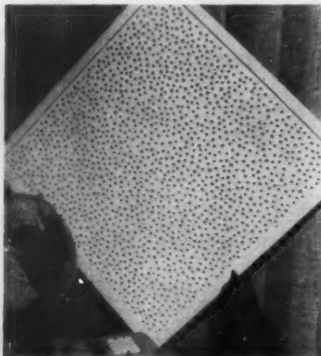
Two popular sizes feature all-aluminum construction, heavy embossed margin for greater rigidity, round corners and $\frac{1}{8}$ " openings. Ventilators are said ideally suited for fast, easy installation. Used in conjunction with Leigh roof or attic ventilators, they purportedly will insure proper air movement to eliminate moisture and temperature problems within home.

Write L20 on reply card, page 83.

GYPSUM CEILING TILE

Gypsum acoustical ceiling tile perforated in full random pattern is introduced by Bestwall Gypsum Co., Dept. SBS, 120 E. Lancaster Ave., Ardmore, Pa.

Tile is available in 24" x 24" units of $\frac{5}{8}$ " thickness. Incombustible and



reinforced with glass fibers, it will be produced with both flat and slightly textured white finish. Lay-in acoustical unit is designed for use with metal grid systems for suspended ceilings. It purportedly has noise reduction coefficient of .70 and .78 light reflection coefficient.

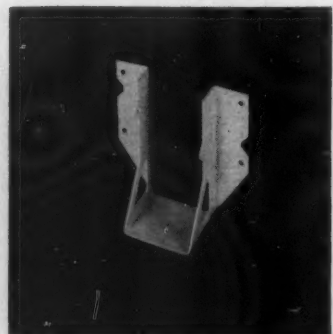
Write L21 on reply card, page 83.

JOIST HANGER ADDITION

Joist hanger designed for use with 2 x 4 members is introduced by Timber Engineering Co., Dept. SBS, 1319 Eighteenth St., N. W., Washington 6, D. C.

Making full use of nails in shear, Type 24 Tecu-U-Grip provides increased economy in framing light ceiling and roof joists, carports, patio shelters, 2-4-1 floor systems, concrete form panels, and other special conditions where 2 x 4 framing is utilized.

Manufactured of 18 gauge, corrosion resistant steel, hanger is $\frac{3}{4}$ " high with joist seat measuring $\frac{3}{8}$ "



in width and $1\frac{1}{2}$ " in depth. Nails furnished are 11 gauge wire, fully barbed, and only $1\frac{1}{4}$ " long.

Write L22 on reply card, page 83.

ASBESTOS-CEMENT SHEET

Decorative asbestos-cement sheets in pre-finished, permanently colored form are now available from Keasbey & Mattison Co., Dept. SBS, Ambler, Pa.

Colored sheets have hard, smooth, decorative finish with about five-times life of ordinary paints.

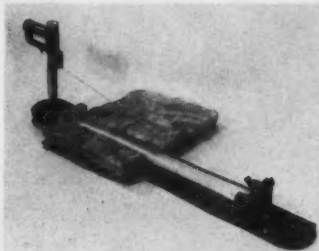
Weatherometer and natural exposure tests reportedly indicate that 15 colors will not yellow or fade, and have excellent resistance to chalking when exposed to broad range of climatic conditions. Finish is said corrosion-resistant and non-contributive to mildew or fungi growth.

Color-finished sheets are as easy to fit as ordinary asbestos-cement sheets. Finish is claimed scratch- and abrasion-resistant. Sheets can be power drilled and sawed without cracking or chipping colored surface.

Write L23 on reply card, page 83.

INSULATION CUTTING TOOL

Tool, using upward-moving piano wire as blade to provide fast and neat method of cutting rolls of insulation, has been developed by Mackinaw Prods., Dept. SBS, Moran, Mich.



Tests reportedly prove that typical contractor can lay out and cut 200 lengths of roll insulation per hour with tool. All parts of portable unit are made of ductile iron or steel.

To operate, user places insulation between built-in clamping device and base of unit and pulls upward on handle to trigger self-sharpening piano wire blade. Upon release of handle, blade returns to position and clamp opens. Said to provide smooth, neatly-cut edge which facilitates installation and eliminates waste.

Write L24 on reply card, page 83.

ASSEMBLED DOOR UNIT

Completely-assembled door unit is introduced by Manitou Mfg. Co., Dept. SBS, 5723 Green Ash St., Houston 36, Texas.



Aluminum unit consists of door frame, threshold, inside trim, weatherstrip, pin tumbler lock, and nailing flanges or masonry clips. Complete unit, including door, reportedly can be installed within 15 minutes. Eliminates carpentry costs involved in installation of wood framing, molding, trim and weatherstrip.

Optional items for door unit include brick trim and aluminum raindrip. Pre-hung, heavy-duty aluminum combination screen and storm door also furnished when desired. Said adaptable to frame, masonry, or brick veneer construction.

Write L25 on reply card, page 83.

DEALERS PROFIT! BUILDERS SAVE!



Carl Cheeseman, Superintendent of Factory

INGENIOUS SWISS MACHINE CREATES PALCOTE MILL-PRIMED REDWOOD

Pictured above is the new Swiss Steinemann Coater now in use as a key part of the paint-priming operation in our mill at Scotia, California. After water-repellent sealer has been applied to the back side, the lumber moves swiftly through this ingenious machine which automatically coats it with a precise thickness of durable exterior paint primer. Then through a battery of infra-red drying ovens to another machine which wraps the bundles in heavy plasticized paper for maximum protection in shipment and storage.

Everybody gains with PALCOTE redwood. Dealers add extra profit on a highly-salable product. Builders get wrapped, factory-primed lumber, clean and dry, ready to erect and finish paint, at savings up to 40% in painting labor and materials. Get the full story, now, on PALCOTE — the ultimate in building materials. Write today for our descriptive brochure, containing technical data and samples of untreated and paint-primed redwood.

PALCO THE PACIFIC LUMBER COMPANY

100 Bush Street, San Francisco 4, Calif.

35 E. Wacker Drive, Chicago 1, Ill.

2185 Huntington Drive, San Marino 9, Calif.

WOODGRAIN WALL TILE

Three woodgrains have been added to wall tile line of Formica Corp., Dept. SBS, 4600 Spring Grove Ave., Cincinnati, Ohio.

Teak, prima vera, and royal walnut increase patterns to eleven. Woodgrains also said to expand adaptability of popular 10" x 10" square, initially focused on bathroom applications, to kitchens, dens, recreation rooms, and offices.

Installation can be made in variety of patterns — horizontal straight grain, vertical straight grain, square parquet, and diamond parquet. Tile

reportedly combines decorative versatility of tile surfacing with durability and easy-care of plastic laminates.

Write L26 on reply card, page 83.

LADDER SAFETY HOOK

"Sky Hook" safety device securely bracing ladder against roof or side of house is available from Clayton Mark & Co., Dept. SBS, 1900 Dempster St., Evanston, Ill.

Made from rust-proof heavy duty steel tubing, curved at one end and bolted to three-foot bearing board. Straight length tubing is attached to



ladder with U-brackets, providing hook extension for safety rails and bracing device.

Bearing board, adjustable to any roof slope, provides non-skid surface. If work is required on steep roof where normal footing is insecure, ladder can be held in place on roof by extending hook over gable.

Write L27 on reply card, page 83.

ALUMINUM COLOR SEALANT

Aluminum-colored, adhesive-based material that seals seams in metals, wood, concrete, ceramics, or brick has been developed by Goodyear Tire & Rubber Co., Dept. SBS, Akron 16, Ohio.

Called Pliogrip 12-1, sealant provides protective and elastic characteristics of chemical resistant synthetic rubber. It can be applied in most areas where points must be sealed against water, chemicals, air, and dirt.

Typical applications include sealing openings, up to one-eighth of inch wide, in gutters and downspouts, animal feeders and troughs, roof and chimney flashings, and window and door frames.

Packaged in self-applicator five-ounce squeeze tubes, five gallon cans, and fifty gallon drums.

Write L28 on reply card, page 83.

U-SHAPED JOIST HANGER

Joist hanger has been added to line of builder's hardware by Cleveland Steel Specialty Co., Dept. SBS, 3771 E. 91st St., Cleveland 5, Ohio.

Pocket-type hanger is U-shaped and only four sizes are needed to support either single joists or two-piece headers from 2" x 6" up to 2" x 14". Hanger will reportedly carry ultimate loads of more than four-times safe load allowed on joist or header. It is designed for high resistance to torsion and wind uplift.

Special high-strength nails furnished with hanger. Barbed for holding-strength, nails have blunt ends which minimize wood splitting.

Write L29 on reply card, page 83.

Like my daddy says: CALL HUTTIG FIRST... they'll have it!

HUTTIG HAS IT IN 14 CITIES..

just pick up your phone

ATLANTA
JA 5-3477

BIRMINGHAM*
AL 4-3276

CHARLOTTE
ED 2-2146

COLUMBUS
HU 6-4367

DALLAS
FL 1-3231

JACKSONVILLE
EL 3-8607

KANSAS CITY †
BE 1-7080

KNOXVILLE
2-6126

LOUISVILLE
SP 8-2724

MEMPHIS**
BR 2-2541

MIAMI
NE 3-6373

NASHVILLE
CY 2-1025

ROANOKE
DI 4-6201

ST. LOUIS
HA 7-6800

Huttig assembly plants and warehouses, in 14 cities, always ready for you with quality building products, kept at *peak* of completeness.

On-time delivery is one of many advantages of dealing with Huttig. In each city, experienced representatives are ready at your call to assist with your customers' problems. Pick up your phone . . . now!

MANUFACTURERS: all types of quality millwork, Satin Brand Door Units, Satin Seal Window Units, Satin Brand By-Passing and Pocket Door Frames, Windows, Frames, Louver Doors and Blinds.

DISTRIBUTORS: nationally known building products . . . Andersen Windowalls, General SSS Doors, Twindow, Thermopane, Berry Steel Garage Doors, Marlite, Upson Products, Armatol Wood Preservative, Prefinished Hardwood Plywoods, Miami Bathroom Cabinets, Coffman Ornamental Iron, Weiser Locks, Welbilt By-folding Doors, WPP and Fir Mouldings, Fir Plywoods, Fir & WPP Doors.



HELPING YOU
BUILD THE
SOUTH

SASH & DOOR CO.

Since 1885 • St. Louis 10, Mo.

* Birmingham Sash & Door Co. ** Memphis Sash & Door Co. † American Sash & Door Co.

Here is the QUALITY LINE of *Evans* WOOD FOLDING RULES!

NEVER BEFORE SO MANY FEATURES...SUCH VALUE FOR THE MONEY

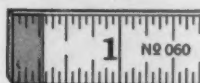


EVANS EXCLUSIVE! Brass nameplate on all rules, plus full set of "A to Z" metallic finish initials. Customer can personalize his rule quickly...easily.



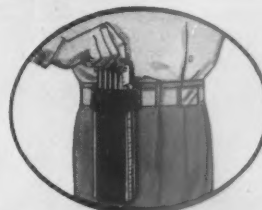
EVANS EXCLUSIVE! All rules marked in inches plus feet-and-inches for quicker reading. STUD MARKS every 16 inches. "FLAGS" at every foot.

EVANS EXCLUSIVE! Built-in graduated brass tips at both ends on all rules, for accuracy, protection.



EVANS EXCLUSIVE! Newly developed patented spring joints for absolutely rigid locking when open.

EXTRA HEAVY SLATS of quarter-sawn maple for long life, greater rigidity



EVANS EXCLUSIVE! (For X40 and X40F models only) FREE vinyl holster with metal clip — fastens to belt, keeps rule handy.

BRASS EXTENSION, machine graduated with black calibrations for inside measurement. (On X40 and X40F only)

EVANS EXCLUSIVE! MANUFACTURER'S REPLACEMENT AND REPAIR SERVICE! In addition to the standard guarantee of materials and workmanship, Evans will repair their folding rules broken by misuse or accident for a handling charge of only 30¢.

No. 060 "SILVER-TIP" FOLDING RULE

Finest Professional Quality
Triple-Dipped White-Finish
Nationally Advertised, \$1.80 each
Available in Regular Reading (060)
and Flat Reading (060F)

No. X40 "GOLD-TIP" EXTENSION RULE

with RULE HOLSTER and Belt Clip
Finest Boxwood Finish
Nationally Advertised, \$2.50 each
Available in Regular Reading (X40)
and Flat Reading (X40F)

Evans RULE CO.

Factories at Elizabeth, N. J. and Montreal, Que.

ALL-ALUMINUM THRESHOLD

All-aluminum scuff plate and threshold is design-concept developed by Skuff Guard, Inc., Dept. SBS, 3232 N.W. 38th St., Miami, Fla.



Reputedly provides efficient door weatherstrip and insect seal that is easy to install and maintain. Made of high-strength aluminum extrusions, guard is fitted with vinyl tube for tight-pressure seal along full width of door. Guard can be installed on either side of door for in or out opening.

Rounded surfaces of threshold — devoid of heel or toe catching edges — are said to be safety advantage. In addition, there are no undercuts to collect dirt. Available in mill, polished, satin, or gold-anodized finish to match other door hardware.

Write L30 on reply card, page 83.

INSULATING ROOF DECK

Economically-priced wood grain insulating roof deck is announced by Simpson Logging Co., Dept. SBS, 2038 Washington Bldg., Seattle 1, Wash.

Paneldeck is said to bring warmth and beauty of expensive waxed hardwood to ceilings, yet is comparable in price to factory-painted roof decks. Finished with authentic walnut-grain pattern printed on special super-smooth calendered stock. Grain pattern is laminated to insulating roof deck; resin coat protects surface and provides easy-to-clean, dirt-resistant surface.

Paneldeck is scored at 8" centers for planked appearance. Available 2' x 8', in thicknesses of 1½", 2", and 3" with tongue and groove edges. Product reportedly has high thermal insulation value.

Write L31 on reply card, page 83.

ALL-STEEL BUILDINGS

Complete new series of prefabricated all-steel buildings for business and

industrial use is distributed by Atlantic Steel Co., Dept. SBS, P. O. Box 1714, Atlanta 1, Ga.

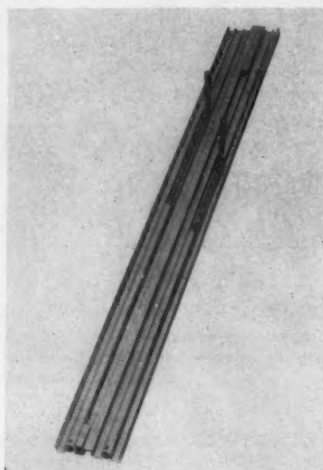
Virtually any size or type of custom-designed building reportedly may be obtained by using combinations of standard units. Rigid-frame design permits completely unobstructed interior, up to 120' in width, and any length. Metal sidewall and roof panels are improved, deep-rib pattern of either galvanized steel or aluminum.

Available also are pre-painted panels in six contemporary colors. Two coats of baked-on vinyl enamel, over primer coat, provide finish impervious to rust and corrosion, and virtually maintenance-free.

Write L32 on reply card, page 83.

BALANCE-WEATHERSTRIP

Spiraflex balance-weatherstrip combination — completely anodized to prevent scaling, corrosion, and "smudging" due to climate, moisture or window tracking — is announced by Caldwell Mfg. Co., Dept. SBS, P. O. Box 444, Rochester 2, New York.



One-piece, dust-proof unit, it reportedly combines smooth dependable operation of balance with rigid aluminum weatherstrip. Anodized coating purportedly resists smudging and corrosion, keeps all aluminum surfaces clean and free from discoloration. Said to keep neat appearance and friction free performance for window life in any climate.

Write L33 on reply card, page 83.

FOLDING CLOSET DOORS

Float-Away closet doors which eliminate need for wall returns, jambs, or extra hardware are offered by Float-Away Door Co., Dept. SBS, 1173 Zonolite Road, N.E., Atlanta 6, Ga.

Easy adjustment and installation is claimed for the doors, which reach

from ceiling to floor and cover full closet width. Float-Away doors come four panels to package with necessary installation hardware. Builders are said to report savings of from \$50.00 to \$150.00 per house by using this package.

Float-Away doors are of durable metal with flush or louvered panels. Prime coat is factory-applied. They also are available in birch-grain finish. Doors come in 3', 4', 5', and 6' widths; and heights of 6'-8" and 8'. These standard sizes can be combined to fill almost any size opening.

Write L34 on reply card, page 83.

INSULATION SHEATHING

Lightweight, low cost building board and insulating material, made of resin-impregnated wood fiberboard faced with perforated aluminum foil, has been developed by St. Regis Paper Co., Dept. SBS, 150 E. 42nd St., N. Y. 17, N. Y.

Material is available in standard sheets of 4' x 8' to span customary 16" stud spacing on house construction. Joints reputedly can be lapped, eliminating need for cutting. Board said to differ from conventional sheathing principally in its high insulating value and unusual lightweight — approximately 6½ lbs. for 4' x 8' sheet.

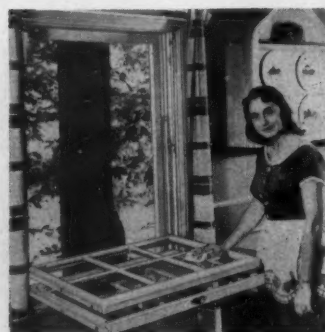
Write L35 on reply card, page 83.

WINDOW HARDWARE UNIT

Window hardware is available from Twin Tilt Window Hardware Co., Dept. SBS, 141 Steuben St., Pittsburgh 20, Pa.

Designed primarily for use in home improvement industry, hardware enables conversion of any regular double hung window into modern, tilt-in type. Because windows open into house, housewife can clean both inner and outer glass surfaces easily, from inside of house, while standing on floor.

Unit said to eliminate use of ropes, pulleys, or chains. Conversion hard-



ware installed using existing window frame without interfering with storm sashes or screens.

Write L36 on reply card, page 83.

FIBERGLASS PANELING

Continuous, cross-corrugated, translucent fiberglass reinforced plastic paneling in roll form has been developed by Filon Plastics Corp., Dept. SBS, 333 N. Van Ness Ave., Hawthorne, Calif.

Rololite reportedly will improve and speed installation of long industrial skylights, sidelights, and awnings, which can now be rolled on and attached in a fraction of time required for longitudinally-corrugated panels.

Rololite is stocked in 50' rolls, 40" wide, and in 2½" x 9/16" corrugation, with crinkle finish on both sides. Available in two weights: five-ounce-per-square-foot (type 550), and eight-ounce-per-square-foot (type 850); and in seven colors: snow, clear, yellow, canary, beige, tangerine and Nile green.

Material can be cut, sawed, nailed, or drilled with common hand tools. Rololite is also reputedly shatter-proof, weather-resistant, and impervious to corrosion.

Write L37 on reply card, page 83.

WALL OVEN HOOD

Ovenmaster, purportedly only hood for built-in ovens that contains activated charcoal filter, is manufactured by Ductless Hood Co., Inc., Dept. SBS, 601 Plandome Rd., Manhasset, N. Y.

Hood is completely self-contained. It reportedly needs no ducts, piping, plumbing, or outdoor venting. Takes little space and is easy to install. Slides into space 5¾" deep and 6" high over any built-in oven. Only small hood extending about 5" from wall is visible. Connection needed is 115-volt A.C. line.



Quiet motor-blower unit recirculates kitchen air through two filters every ten minutes. Units three sizes—22¾", 25¾", and 31¾", fit any built-in oven. Comes in six attractive colors, plus stainless steel and antique copper.

Write L38 on reply card, page 83.

ALL-PURPOSE POWER SAW

Non-overhead, one-man-operated all-purpose saw, which cross or rip cuts

up to 48" without necessity of reversing material, is offered by Western Implement Mfg. Co., Inc., Dept. SBS, 1035 N. Raymond, Pasadena, Calif.

It is said to cut circles and odd shapes and sizes without waste. Special attachments available for dadoing. Vertical depth cut of 3¾" allowed with maximum depth of 2-13/16" at 45° in mitering.

Rout all-purpose saw is mounted on plate which literally converts from rip to cross-cut in seconds, and utilizes 10" blade with special adaptations to accommodate 12" blade. Saw purported to be easily dis-



mounted for other on-job uses. Frame forms functional work table, folding compactly to 26" x 39" for easy transportation.

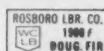
Write L39 on reply card, page 83.

Let's be Negative for a change...



You can't buy ROSBORO LUMBER any place but at a retail lumber dealer.

You can't buy ROSBORO LUMBER without the W.C.L.I.B. Grade stamp.



You can't buy ROSBORO LUMBER without the Rosboro trade mark.

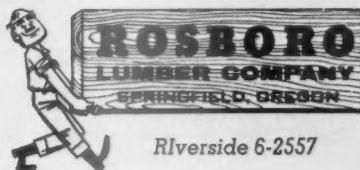


You can't buy GREEN ROSBORO LUMBER (except timbers).

You can't buy SECOND GROWTH ROSBORO LUMBER

West Coast Hemlock • DOUGLAS FIR • Western Red Cedar

You CAN buy Rosboro Plywood Sheathing & Sanded Exterior & Interior Sizes up to 5' x 10' DFPA Member.



Riverside 6-2557

PREFAB AWNING KIT

Line of prefabricated, packaged awning kits, combining attractiveness and cooling comfort at minimum cost, is available from Style-master Patio and Building Products, Dept. SBS, 13227 Halldale St., Gardena, Calif.

Each of 10 kits offers all necessary materials and easy-to-follow installation instructions for the professional or do-it-yourself builder. Kits contain premium flat, translucent fiberglass panel, in snow; top-quality anodized aluminum extrusions; ornamental aluminum support brackets; and accessories reported to insure completely water-tight installation.

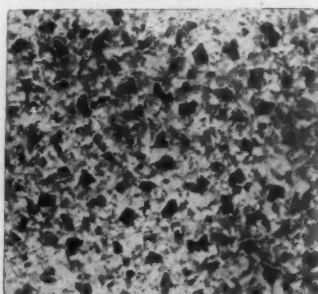
Fiberglass and aluminum awnings can be used singly or in multiples, depending upon area to be covered.

Company manufactures other packaged home improvement products, including patio kits, in 20 sizes from 8' x 10' to 12' x 24', and screened-in patios in nine sizes.

Write L40 on reply card, page 83.

FLOOR COVERING DESIGN

Design reminiscent of cross-section particles of agate is featured in vinyl accolon styling by Armstrong Cork Co., Dept. SBS, Lancaster, Pa.



Called Sapphire, its metallescent highlights lend particularly dramatic quality to rotovinyl floor covering. Made in sheet form — 6', 9' and 12' wide — and in four sizes of pre-cut rugs.

Write L41 on reply card, page 83.

BASEBOARD RADIATION

Type HL Hydrofin baseboard radiation to complement line of gas hot water boilers is announced by Hydrotherm, Inc., Dept. SBS, Northvale, N. J.

Type HL employs aluminum finned, copper tube heating element. Design incorporates improved hanger which allows heating element to slide back and forth to compensate for expansion and contraction of system. Modern baseboard systems employing forced hot water as heating medium reportedly have found



favor in residential field. Supply and return lines can be reduced to minimum by connecting sections in series forming single or multiple circuits.

Write L42 on reply card, page 83.

DOOR GRAVITY PIVOT

Gravity pivot, designed for gravity operation of swinging doors with automatic centering and alignment, is announced by Lawrence Bros., Inc., Dept. SBS - 417, Sterling, Ill.

Design is reportedly unusual in that it eliminates springs, other troublesome parts, and irregular door-closings. Action is silent, smooth and wear-resistant. Force of gravity resulting from door weight actuates pivot. Bottom pivot consists of two nylon halves, with mating inclined-plane surfaces; top pivot is conventional pivot pin and jamb-bracket assembly.

Pivot is designed for minimum clearance between door and jamb to permit full 180° arc swing. Beyond 180° arc, pivot provides for hold-open position.

Write L43 on reply card, page 83.

AUTOMATIC STAPLE GUN

T-50 and HT-50M tackers are marketed by Arrow Fastener Co., Inc., Dept. SBS, 1 Junius St., Brooklyn 12, N. Y.

No. T-50 shoots staple wherever nail can be driven, purportedly being equipped with high-powered spring which drives staples flush, even into hardest woods. Designed to fit contour of hand for rapid-fire operation, with minimum squeeze pressure. Same machine uses six staple sizes.



HT-50 hammer tacker equipped with sure-grip, shatter-proof handle to provide user with balanced tool for stapling. Built for rugged durability, reportedly requiring only slight wrist motion to operate.

Write L44 on reply card, page 83.

ROLL-UP ALUMINUM LADDER

Aluminum roll-up ladder, manufactured in 12' and 16' lengths, is product of Aladdin's Products, Inc., Dept. SBS, 50 W. Broad St., Columbus, Ohio.

Ladder rolls up into compact bundle which can be carried like suitcase or transported in trunk of compact car. When unrolled and locked into position, it becomes rigid and handles like any conventional straight ladder. Easily supports load of 1,000 lbs. in ladder position.



Sixteen-foot size rolls into 20" diameter bundle, which weighs approximately 24 lbs.

Write L45 on reply card, page 83.

EXTERIOR WOOD FINISH

All-new clear "natural" finish for exterior wood and metal surfaces, promising to end many chronic problems long associated with exterior "natural" finishes, is distributed by Spe-de-Way Products Co., Inc., Dept. SBS, 3696 N. Columbia Blvd., Portland 17, Ore.

Wood-Kote, clear exterior wood finish, is said to outlast some spar varnishes by two or more times. It is reputedly resistant to exposure by weather, salt and fresh water, chemical fumes, oil and grease, abrasion, and impact. Claimed to have remarkable gloss and color retention under most severe climatic conditions.

Finish is easily applied by brush or spray to any clean, sanded wood and clean metal. Can be applied over varnish and lacquer when their gloss has been sanded off. Two or three coats are normally sufficient.

Write L46 on reply card, page 83.

PLASTIC TILE SCRIBER

High-grade, molded-plastic precision instrument for fitting floor tile around moldings and other room projections is marketed by Johns-Manville, Dept. SBS, 22 E. 40th St., New York 16, N. Y.



Tile scribers mounted on individual cards and wrapped in cellophane, with instructions on reverse side of card. Shipping box converts into counter display box and point-of-sale aid. Packed 24 to carton.

Write L47 on reply card, page 83.

ROOF INSULATION BOARD

Board — said to combine high thermal efficiency and structural strength in insulation of flat, built-up roofs — is announced by Forty-Eight Insulations, Inc., Dept. SBS, Aurora, Ill.

Aloyglas Copr-Fibre roof insulation is dense, fine-fiber plastic-bonded board with purportedly high resistance to puncture, crushing, and damage from foot traffic. Board fibers claimed to create increased dead air cells for maximum insulating value. Lengthwise edge binding adds rigidity, making board easier and less expensive to apply.

Maximum weight of a pound per board-foot reportedly permits lighter and less expensive roof structure and deck while providing increased insulating efficiency.

Write L48 on reply card, page 83.

MINERAL ACOUSTICAL TILE

Lo-Tone Fire/Rated mineral acoustical tile — development of Wood Conversion Co., Dept. SBS, First National Bank Bldg., St. Paul, Minn. — in floor-ceiling system affords superior protection against flame passage and heat transmission.

The 5/8" Lo-Tone mineral tiles, suspended from conventional bar joist ceiling structure, limited transmission of 1850° firebox temperature to allowable 250° F rise above ambient for more than two hours.

Lo-Tone F/R tile purportedly combines attractive ceiling coverage, acoustical treatment, and fire protection in single installation. Use of

system cuts cost of fire-protecting new construction by eliminating ordinary wet or blown insulation methods.

F/R mineral tile is available 12" x 12" in three patterns: Random, Constellation, and Fissured—tongue and grooved with kerfs for quick installations.

Write L49 on reply card, page 83.

COST-SAVING SIDING

Palco redwood siding, developed to cut builders' application costs, is announced by Pacific Lumber Co.,

Dept. SBS, 35 E. Wacker Dr., Chicago, Ill.

Named "Palcote," siding is manufactured with factory-applied primer paint to provide reported 40 per cent saving in material and labor costs for painting. Packaged in heavy protective paper wrapping, with each board separated with polyethylene strips.

Alkyd resin-type paint prime is applied to enable one top coat to finish siding in field. Palcote prime was purportedly formulated for use with widest variety of exterior paints.

Write L50 on reply card, page 83.

Superior Anodized Aluminum Railing *Sales in Orbit*

OUR SALES HAVE INCREASED 78% THIS YEAR

THE REASONS . . .

1. CUSTOMERS DEMAND ANODIZED ALUMINUM RAILINGS

No Yearly Painting—No Rust.

2. MORE DEALERS FEATURING ANODIZED RAILINGS

Companion to Awnings, Windows & Siding.

3. "SUPERIOR" CROW FEET BASES

Positive Base Connection to Concrete.

4. QUICK-LOCK RAILING CONNECTIONS

Saw & Screw Driver, only Tools Needed.

5. SNAP-ON SCROLLS

Sells More Scrolls.

6. "SUPERIOR" VERSATILITY & HIGH STYLE DESIGNS

Leads to Built Up Sales and Higher Profit.

WE ARE RAILING SPECIALISTS

CALL OR WRITE TO US NOW GET IN OUR ORBIT.



Call or Write:

Superior Aluminum Products, Inc.

2563 Wilson Ave.

P. O. Box 1442

Youngstown, Ohio

PL 5-9847

HARDWARE DESIGN

Four completely new items have been added to extensive line of cabinet hardware marketed by Medalist Hardware Div., National Lock Co., Dept. SBS, Rockford, Ill.



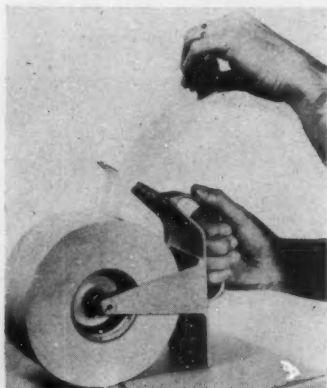
Named "French Classic," items include hinge for $\frac{3}{4}$ " inset type doors; two knobs, 1" and 1 $\frac{1}{2}$ " in diameter; and pull with 3" hole centers. Comes in white gold, antique English and old copper finishes.

Line, which resembles French Provincial designs, will be furnished in "Select-a-Pak" or "Contract-Pak" packages.

Write L51 on reply card, page 83.

PRESSURE SENSITIZED TAPE

Dispenser handling rolls up to 3" wide of pressure sensitized tape is available from A. J. Gerrard & Co., Dept. SBS, 1950 Hawthorne Ave., Melrose Park, Ill.



Lightweight, easy to use hand dispenser constructed of aluminum, featuring special cut-off blade to shear through glass filament reinforced tape. Replacement of empty roll takes seconds, involving only two moving parts.

Can reportedly be used to recopier damaged corrugated boxes, cartons, crates, kegs and wooden barrels, as well as to repair broken containers for reuse. Available in widths

from $\frac{3}{4}$ " to 3" wide by 60 yds.

Write L52 on reply card, page 83.

ALUMINUM TRIM MOLDING

Vinyl-faced aluminum trim moldings to fit contour of any bathroom tub are manufactured by Keller Products, Inc., Dept. SBS, 41 Union St., Manchester, N. H.

Reportedly eliminates need for preformed trim shapes where tub meets wall. Moldings allow rapid and economical application of plastic laminate wall panels. Kalwood moldings are manufactured in wide variety of colors and patterns, either har-

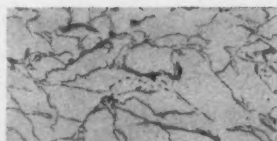
monizing with or matching many laminate patterns. Vinyl material is permanently bonded to precision extruded aluminum shapes—acting as one unit, so that they can be bent to sharpest radii.

Useful also along entire perimeter of bathtub, moldings provide waterproof and highly wear-resistant installation. Moldings manufactured in complete range of shapes to meet all installation requirements. Both vertical and horizontal shapes give continuous surface appearance to walls and counters — free of glaring exposed metal surfaces.

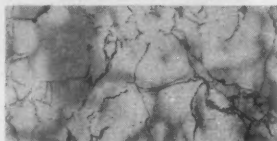
Write L53 on reply card, page 83.



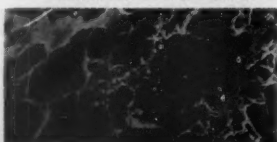
NEW MARLITE DECORATOR PANELS priced to increase your sales



MARLITE LACE PATTERN



MARLITE FLEECE PATTERN



MARLITE DELUXE MARBLE PATTERN

Created for volume sales, these three new Marlite patterns are designed to add a modern decorator touch to both residential and non-residential interiors. The six new marble patterns (priced to sell at 30% less than the former Marlite marble panels) are adaptable to any architectural treatment. And Marlite's four new golden Fleece and Lace patterns with their fleecy cloud effect and lacy gold veining will give any interior a fresh contemporary look. All these new panels are available in 4' x 8' sizes, $\frac{3}{32}$ " thick. For the complete story, see your Marlite representative, wholesaler, write Marlite Division of Masonite Corporation, Dept. 1197, Dover, Ohio.

Marlite®
plastic-finished paneling

ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

HOLIDAY CONTEST

Entry blanks and display posters enable dealers to tie-in with Home Improvement Holiday Contest and promotion sponsored by *Popular Science* and National Retail Lumber Dealers Assn. Contest will run from September 1 through November 30.

Entire program will be supported in *Popular Science* and through radio spots on Mutual Network. Dealer can win duplicate prize if his name appears on customer's winning entry blank.

Contact: Home Improvement Holiday Contest, Dept. SBS, Box No.

SILENT SALESMEN

600, New York 46, New York.

ALUMINUM RAILING DISPLAY

Display for starting dealer contains speckled board along with attention-compelling stickers that highlight exclusive features of railing. Catalog outlines benefits that aluminum offers.

Versa has also worked with Alcoa in providing novel mailing pieces, in addition to appearing on "Monitor" radio program.

Contact: Versa Products Co., Dept. SBS, Lodi, Ohio.

TOOL MERCHANDISER



Point-of-purchase promotion features A-30 series of floor merchandisers and A-50 series of counter merchandisers. In both series, free goods are offered with free display.

Contact: Red Devil Tools, Dept. SBS, 2400 Vauxhall Rd., Union, N. J.

Marlite® DISTRIBUTORS IN YOUR AREA

Branch Offices and Warehouses

Marsh Wall Products, Inc.
204 Permalume Pl., N.W.
Atlanta 18, Georgia
Phone: Sycamore 4-9508
or 4-9509

Marsh Wall Products, Inc.
8908 Chancellor Row
P. O. Box 35403
Arlawn Station
Dallas 35, Texas
Phone: Fleetwood 7-8374-5-6

McPhillips Mfg. Company, Inc.
Mobile 2, Alabama

Redda, Inc.
Florence, Alabama

Teague Hardware Company
Montgomery 1, Alabama

United Plywoods Corporation
Birmingham, Alabama

United Plywoods Corporation
Montgomery, Alabama

Fischer Lime & Cement Co.
North Little Rock, Arkansas

Martin Wiegand, Inc.
Washington 11, D. C.

Booker & Company, Inc.
Tampa, Florida

Coronado Company
Jacksonville 6, Florida

Pinellas Lumber Co.
St. Petersburg, Florida

A. H. Ramsey & Sons, Inc.
Miami, Florida

A. H. Ramsey & Sons, Inc.
Palmetto, Florida

Timber Products Company
Orlando, Florida

Atlanta Oak Flooring Company
Atlanta, Georgia

Howard Lumber Company
Augusta, Georgia

Plywood Supply Co.
Atlanta, Georgia

Plywood Supply Co.
Columbus, Georgia

Savannah Planing Mill Co.
Savannah, Georgia

Zuber Lumber Company
Atlanta, Georgia
Branch Whse.: Albany, Georgia

Rock Island Wholesale Co.
Wichita, Kansas

Mutual Service Company, Inc.
Louisville, Kentucky

Dealers Supply Co., Inc.
Monroe, Louisiana

Lafayette Sash & Door Factory
Lafayette, Louisiana

New Orleans Sash & Door Co.
New Orleans, Louisiana

Victoria Sash & Door Co., Inc.
Shreveport, Louisiana

Woodward, Wight & Co., Ltd.
New Orleans 9, Louisiana

Central Building Supply, Inc.
Baltimore, Maryland

Dixie Millwork Co., Inc.
Hagerstown, Maryland

The Hiser Supply Company
Cumberland, Maryland

Acme Building Supply Co., Inc.
Meridian, Mississippi

Delta Plumbing & Electrical Sup.
Greenwood, Mississippi

Jackson Sash & Door Co., Inc.
Jackson, Mississippi

Builders Material Company
Springfield, Missouri

Cape Supply Company
Cape Girardeau, Missouri

Cooper, Goforth & Holl, Inc.
Kansas City, Missouri

Four States Supply Company
Carthage, Missouri

Lumberyard Supply Company
St. Louis 10, Missouri

Atlanta Oak Flooring Company
Charlotte, North Carolina

Dealers Supply Company
Durham, North Carolina

Eastern Lumber & Supply Co.
Winterville, North Carolina

Hassinger Wholesale Co.
Greensboro, North Carolina

Huttig Sash & Door Co., Inc.
Charlotte, North Carolina

North State Material Company
Asheville, North Carolina

Sash, Door & Glass Corp.
Raleigh, North Carolina

General Sash & Door Company
Tulsa, Oklahoma

International Paper Co.
Long-Bell Division
Enid, Oklahoma

Reints Sash & Door Company
Oklahoma City, Oklahoma

Carolina Wholesale Company
Columbia, South Carolina

Southern Sash & Door Company
Greenville, South Carolina

Southern Wholesale Builders Sup.
Columbia, South Carolina

Atlanta Oak Flooring Company
Chattanooga, Tennessee

Fischer Lime & Cement Company
Memphis, Tennessee

A. G. Heins Company
Knoxville, Tennessee

Huttig Sash & Door Company
Nashville, Tennessee

Norvell & Wallace
Nashville, Tennessee

Danaway Supply Co.
Greggton, Texas

Galbraith Steel & Supply Co.
Dallas, Texas

Galbraith Steel & Supply Co.
Lubbock, Texas

Galbraith Steel & Supply Co.
Pecos, Texas

Galbraith Steel & Supply Co.
San Angelo, Texas

International Paper Co.
Long Bell Division
Amarillo, Texas

Southwestern Glass & Millwork Co., Inc.
El Paso, Texas

Texas Sash & Door Co.
Fort Worth, Texas

Geo. C. Vaughan & Sons
Houston, Texas

Geo. C. Vaughan & Sons
Nederland, Texas

Geo. C. Vaughan & Sons, Inc.
San Angelo, Texas

Geo. C. Vaughan & Sons
San Antonio 7, Texas

Dealers Service, Inc.
Lee Hall, Virginia

Sash, Door & Glass Corporation
Richmond 24, Virginia

Tidewater Plywood Company
Norfolk, Virginia

Athens Flooring Company
Dunbar, West Virginia

Iron City Sash & Door Company
Huntington, West Virginia

DRIVEWAY SEAL COATING

Attention-getting, folded, three-face display that sits snugly on stack of five-gallon pails may reportedly be spotted in dealers' showrooms with no space-sacrifice. Height is adjusted with number of pails stacked.

Contact: Paving Products Section, Flintkote Co., Dept. SBS, P. O. Box 157, Whippany, N. J.



ADVERTISING MAT SERVICE

Dealers of Masonite brand products are offered "4-M Mat Service," as flexible sales tool to increase sales and profits.

Scope of free service is evidenced in 59-page book of ad mats, shown in one- to three-column sizes and arranged by products and special subjects.

Name, "4-M Mat Service," comes from following: Motivates customer interest in remodeling; merchandises services by recognizing dealer as local outlet for nationally-known hardboard; moves sponsor's products and allied products, as well; and makes money for dealer.

Dealers will be supplied with new ad proofs as they are issued. All mat illustrations and headlines in categories ordered by a dealer will be sent for greatest flexibility in arranging layouts.

Contact: Masonite Corp., Dept. SBS, 111 W. Washington, Chicago, Ill.

INSULATION SAMPLE

Eye-catching counter display features actual sample of Sealfol aluminum batt, encased in cellophane. Requiring only 8" x 15" of counter, shelf or window space, display consists of fold-up box, lithographed in three colors on white background.

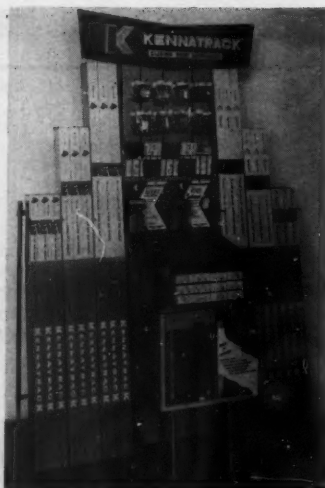


Advertising copy on box calls attention to reported product-features of resiliency, fire and vermin resistance, comfort, and fuel savings. Sample is arranged to show cross-section, allowing visual inspection of long fibers. Top side shows aluminum foil backing, which not only serves to cut penetration by radiation, but also serves as moisture and vapor seal.

Contact: Sealtite Insulation Mfg. Corp., Dept. SBS, Waukesha, Wis.

GLIDING DOOR HARDWARE

Display fixture incorporates writing area; space for display of sliding door hardware, door pulls and locks; literature rack; and several miniature displays. Fixture serves as



stocking and selling area and also provides additional writing and working space.

Finished in misty walnut paneling, its tubular track holders are plated with black pentrate to make it an attractive sales producer.

Contact: Kennatrack Corp., Dept. SBS, Elkhart, Ind.

TOOL ASSORTMENT CENTER

Fix-up, paint-up tool fixture has complete assortment of handy, take it off — put it on tools. Tool Center 500 is all wood, finished in peacock blue with semi-luster aluminum trim. Includes putty knives, scrapers, joint knives and other paint-moving and paint-product application tools.



Contact: Hyde Mfg. Co., Dept. SBS, Southbridge, Mass.

TILE PROMOTION KIT

Micro-drilled Strata Hush-Tone acoustical ceiling tile from the Celotex Corp. is featured in fall profit-making promotions kit, which in-

cludes complete array of sales aids to enable local dealers to tie-in to national campaign.

In departure from usual functional views showing ceiling tile installed in home areas, Strata Hush-Tone campaign is based on three-dimensional "space doll" and theme "out of this world."

Promotional kit contains large wall banner, mobile, proofs of national shelter magazine advertisements, newspaper ad mats for local use, dealer mailing piece, and special pricing labels. Material supporting firm's "Your Home Comes First" campaign is also available to dealers.

Contact: Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

LAMINATED PLASTICS LINE



Introduced during National Home Week, this stand-up display is miniature version of Formica's famous point-of-sale wallboard. From company's laminated plastics line of 85 colors, patterns and woodgrains, builder selects paper samples which are color-keyed to his home decors, using eye-catching gold and white display as model home sales aid.

Contact: Formica Corp., Dept. SBS, 4600 Spring Grove Ave., Cincinnati, Ohio.

FLOOR DESIGN BROCHURE

Ten-page, full-color brochure illustrates 45 all-new floor patterns by Johns-Manville, as dynamic sales aid. Designs in brochure were created by well-known interior designer, using Terraflex vinyl asbestos tile in carefully selected colors and styles.

Called "Floor Design by Johns-Manville," it also features fold-out page on which is printed complete Terraflex color chart. Included are three new natural wood design styles — ash, teak, and maple.

Contact: Johns-Manville Corp., Dept. SBS, 22 E. 40th St., N. Y. 16, N. Y.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Building Supplies pays the postage!

NOVEMBER, 1960

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

NOVEMBER, 1960

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

**These cards
can help
you get
valuable
information**



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

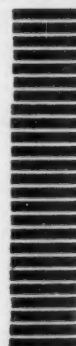
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Building Supplies

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

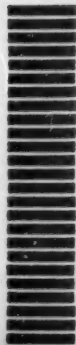
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Building Supplies

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



104 Wrought Iron Railings, Columns — Four-page catalog shows simplicity of new heavyweight Phos-Fused railing section, plus variety of column designs, in addition to different line of lantern posts and lanterns. Catalog shows what Phos-Fused is and what it does for home-owners. Complete dealer program is also discussed. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

106 Hardboard Uses — A new eight page booklet, "How to Use Weyerhaeuser Hardboards" includes detailed drawings and descriptions on structural practices and principles. Photographs and drawings show uses and application procedures of Weyerhaeuser Weytex, Weylite, and Weybase hardboard in typical new building, remodeling, attic, garage, and farm use. Silvatek Div., Box S, Weyerhaeuser Co., Dept. SBS, Tacoma 1, Wash.

107 Redwood Paneling — Practical technical booklet prepared by John Reno, "Proper Specs for Redwood Paneling," tells how to specify, install, and finish interior paneling for trouble-free service. Pacific Lumber Co., Dept. SBS, 35 E. Wacker Dr., Chicago 1, Ill.

108 Aluminum Siding — Descriptive folder, titled National "Pittsburgh Lock," gives sales pointers and application instructions on low-cost siding with premium features. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

112 Idea Homes — "Ideas for More Livable Homes" — 16-page, full-color booklet — displays numerous furnishings and decoration possibilities available with Southern Pine. Construction features and interior and exterior furnishing ideas depict versatility of Southern Pine lumber. Special emphasis is placed on joisted floor construction. Southern Pine Assn., Dept. SBS, Natl. Bank of Commerce Bldg., New Orleans 4, La.

113 Decorative Door Lights — Catalog describes and gives specifications for Royalite packaged, glazed flush door inserts, decorative moldings and lights, Royalouvers, and oak thresholds. Southern Door Lite Co., Dept. SBS, 46 Westland Boulevard, S. W., Atlanta 10, Ga.

114 Polyethylene Sheeting — Catalogs, prices, and samples of pure polyethylene sheeting in four thicknesses, widths from 3' to 32', are available from Warp Bros., Dept. SBS, Chicago 51, Ill.

116 Masonry Fill Insulation — Data sheet gives complete information on Zonolite's new water-repellent insulation for concrete block and cavity wall insulation. Tables show reductions up to 50 per cent in heat transfer, resulting in lower heating and air conditioning costs. Zonolite Co., Dept. SBS, 135 S. LaSalle Street, Chicago 3, Ill.

117 Plaster Reinforcement — A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and

HELPFUL BOOKLETS FREE

(Use reply card on page 83)

Walls with Ceilings Reinforced With Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

118 Aluminum Siding — Literature describes and shows Reynolds aluminum Lifeguard weatherboard siding. Siding is available in horizontal and vertical panels and finished in ten baked enamel colors. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

119 Plastic-Finished Panels — Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Woodpanel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

120 Asphalt Roofing Materials — Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

121 Fir Plywood Facts — Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

122 Plastic Water Putty — Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

123 Recessed Oven and Range Units — A full-color brochure gives information and specifications for Modern Maid built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesmen who call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

125 Masonry Wall Reinforcement — Bulletin gives specifications and shows Dur-O-wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry

wall, and wall with plaster. Dur-O-wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

130 Sash Balance and Metal Weatherstrips — Southern Metal's one-piece sash balance and weatherstrip is described and illustrated in Catalog 57J. Catalog 57B has pictures and specifications for a complete line of thresholds and weatherstrips. Southern Metal Products Corp., Dept. SBS, 1775 Airways Blvd., Memphis 14, Tenn.

131 Pressure-Treated Lumber — "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

137 Builder Products — Fully-illustrated 32-page booklet describes complete line of Insulite building materials, including sheathing, primed siding, roof deck, shingle backer, ceiling tiles, interior wallboards, hardboards, and insulating wool. Also, handy application tips are offered. Insulite Division, Minnesota & Ontario Paper Co., Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

139 Steel Frame Buildings — Twelve-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame and Lo-line buildings. It also presents all-steel canopy units for shelter or display uses. Atlantic Steel Co., Dept. SBS, P. O. Box 1714, Atlanta 1, Ga.

144 Self-Sealing Asphalt Shingles — Color folder describes and illustrates Ruberoid's self-sealing asphalt strip shingles. Special sealing agent reportedly is factory fused to each shingle, with sun's heat activating sealant and securely sealing each shingle. Written wind-warranty against blow-offs. Ruberoid Co., Dept. SBS, 500 Fifth Ave., New York 36, N. Y.

145 Western Lumber Sources — A 48-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas fir, West Coast hemlock, Western red

HELPFUL BOOKLETS FREE

(Use reply card on page 83)

cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

150 Fiber Roof Coating — "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner-Martin Asphalt Corp., Dept. SBS, P. O. Box 5776, Tampa, Fla.

151 Wood Shutters and Doors — Descriptive catalog shows beauty, quality, and outlines profits on Wing-Line Fit 'n' Finish shutters, Wing-Crest interior shutters, and Wing-Line Shutterfold doors. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Texas.

152 Wood Paneling — Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

154 Metal Building Products — Catalog 57 gives specifications and shows uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers and access doors. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

159 Aluminum Nails — Colorful folder includes A.I.A. file giving specifications on Nichols Never-Stain aluminum nails in the complete line of 24 types. Packing data and individual use applications also are included. Nichols Wire & Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa.

160 Builders Hardware — Colorful "All Through the House" brochure features Dexter locksets for every door in the house, plus screen and combination door locks, door closers and matching cabinet hardware. Dexter Lock Div., Dexter Industries, Inc., Dept. SBS, 1601 Madison Ave., Grand Rapids, Mich.

163 Window Glass — A 15-page booklet describes and illustrates the L. O. F. process of sheet drawing flat glass, the types and general uses, and gives selection and physical specification data. Booklet also shows dealer sales aids, such as signs and display-storage racks, and gives pointers for glazing and proper cutting of glass. Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Avenue, Toledo 3, Ohio.

165 Asphalt Shingles — Color-illustrated catalog gives descriptions and

specifications for Barrett asphalt shingles, asbestos-cement sidings, prepared roofing, protective products, and insulation products. Individual folders are available on Ever-Fast shingles and wide-tab Ranchline asphalt shingles. Barrett Division, Allied Chemical Corp., Dept. SBS, 40 Rector Street, New York 6, N. Y.

166 Woodwork Products — Four color booklets include photographs, descriptions, and specifications for the Bilt-Well Super 7 removable window, Bilt-Well casements, awning windows, and cabinet units. Two folders are available giving details on the Bilt-Well glass panel Belvedere door and Bilt-Well cabinet units with birch fronts. Caradco, Inc., Dept. SBS, Dubuque, Iowa.

167 Spun Wool Insulation — Literature is available explaining the advantages and savings in the use of insulation with improved Insulaire Spun Wool. Made by a new mineral fiber process, the permanent mineral wool insulation comes in fully guaranteed bags or tubes in standard and odd sizes. Industrial Products Co., Inc., Dept. SBS, Mt. Pleasant, Tenn.

168 Wood Specialty Products — Literature containing information about Bradley-Southern wood products is now available. Trim, moldings, thresholds, panels, stair treads, and flooring in oak and pine are covered. Unit wood blocks in beech and pecan are also produced by the company. Bradley-Southern Division, Potlatch Forests, Inc., Dept. SBS, Warren, Ark.

172 Modern Wood Paneling — Colorful literature describes Long-Bell's varieties of Flakewood paneling for quality interiors, and Ven-O-Wood paneling species. Other brochures show hardwood plywood featuring Super Satin-Surface, and Long-Bell Flakewall. Long-Bell Div., International Paper Co., Dept. SBS, Longview, Wash.

173 Vitrified Clay Pipe — Circular describes the Oconee wedge lock, a factory-made plastic joint that reportedly snaps together instantly. Information also is available on Oconee's line of burned clay products, including vitrified clay pipe, vitrified clay fittings, vitrified flue liners, drain tile, and face brick. Oconee Clay Products, Dept. SBS, Milledgeville, Ga.

174 Aluminum Weatherstrip — Literature is available describing the efficiency and durability of Meta-Lane weatherstrip on window units. Meta-Lane reportedly never loses its resilient weather-tightness, will not corrode or wear, will not discolor masonry or woodwork, and always keeps windows operating freely. Monarch Metal Weatherstrip Corp., Dept. SBS, 6343 Etzel, St. Louis 4, Mo.

175 Fiberglass Panels — Promotion material, including newspaper mats, displays, booklets, folders, posters, and streamers for plasticated panels and Barclite fiberglass panels are now available from Barclay Manufacturing Co., Inc., Barclite Corp. of America, Dept. SBS, Barclay Build-

ing, New York 51, N. Y.

176 Gypsum Wallboard — Description of Bestwall fireproof gypsum wallboard — reinforced with glass fibers for simpler application, clean scoring and snapping, and crack resistance — is included in material offered by Bestwall Gypsum Co., Dept. SBS, Ardmore, Pa.

177 Drawer Slides — Information regarding KV drawer slides is available. Five slides, ranging from the lightweight extension slide to the extra heavy-duty model, are described. The slides are said to be so constructed as to prevent drawers from sagging or sticking. Knap & Vogt Manufacturing Co., Dept. SBS, Grand Rapids, Mich.

178 Roofing Shingles — Based on just ten colors, the "Color-Tuned" line of roofing shingles is the subject of informative material offered by the manufacturer. Such advantages as reduced inventory, freeing capital, and faster sales are pointed out. Certain-teed Building Products Corp., Dept. SBS, Ardmore, Pa.

179 Redwood Lumber Products — Dealers may obtain informative literature concerning Noyo redwood sidings and moldings. The company prides itself on careful milling, shipping, and high quality maintenance of its certified KD, treated, or natural redwood. Union Lumber Co., Dept. SBS, Fort Bragg, Calif.

180 White Fir Lumber — Details on kiln dried TW&J white fir lumber are available, covering its qualities, uses, sizes, and delivery information. Information also covers TW&J white fir lineal moldings and flush door cut stock. Tarter, Webster & Johnson, Inc., Dept. SBS, P. O. Box 3498, San Francisco 19, Calif.

182 Millwork Products — Information concerning all types of millwork products—Satin Seal door and window units, by-passing and pocket door frames, windows, frames, louver doors and blinds — may be obtained from the Huttig Sash & Door Co., Dept. SBS, St. Louis 10, Mo. Also catalogued are addresses of representatives, assembly plants, and warehouses.

183 Fireplace Units — Construction information is available for five Heatform models of various sizes — each reported to accommodate any design of single or multiple opening fireplace. Also available at nominal cost is a 52-page book containing information about 88 Heatform fireplace designs selected from national competitions. Superior Fireplace Co., Dept. SBS, 4325 Artesia Avenue, Fullerton, Calif.

185 Extra-White Cement — Information on uses, advantages, and specifications of Trinity White portland cement — claimed to be the whitest of all cements — is available from Trinity White Division, General Portland Cement Co., Dept. SBS, Chicago, Ill.

186 Millwork Products — Information concerning manufacture, treatment, finger jointing, and shipping of its standard items, plus moldings, interior trim, and glued panels,

is available from the Ralph L. Smith Lumber Co., Dept. SBS, Anderson, Calif.

188 Cedar Shakes and Natural Stone — Twenty-page book shows how Shakertown cedar shakes and silvara natural stone add beauty and charm to any architectural style. Shows various applications of cedar sidewall shakes, genuine silvara stone, handsplit cedar roof shakes. Stone can be used on interiors or exteriors. Shakertown Corp., Dept. SBS, 20310 Chagrin Blvd., Cleveland 22, Ohio.

191 Shellac and Primer — Folder gives description and simple instructions for using Fulton Pure Shellac to finish new or scraped floors, to finish unpainted furniture, cabinets, paneling, shelving, and to prime and seal walls and woodwork. It also describes Fulton Q-Dee Primer — said to prime, seal, and kill stains on any type surface. Fulton Chemical Co., Dept. SBS, Sumter, S. C.

192 Window, Door Screen Frames — "Manufacturing Methods and Assembly Order Manual" gives step-by-step illustrated information on Aluma-Fab window and door screen frames. Detailed specification sheets are included on aluminum window and screen door frame and accessories, aluminum combination storm window materials, triple-track and triple-tilt storm window materials, and aluminum storm door frames and accessories of the Southeastern Tool & Die Co., Dept. SBS, P. O. Box 263, Birmingham 2, Ala.

195 Builders' Lock Information — A new eight-page "Builders Booklet" No. 688 illustrates beauty, convenience, and dependability of Schlage locks. It includes complete selection of lock and escutcheon designs, exploded views of lock assemblies, and concise installation instructions. Schlage Lock Co., Dept. SBS, P. O. Box 3324, San Francisco 19, Calif.

198 Plywood Sales Aids — Willamette Valley Lumber Co. offers folders describing dependability and other features of Teco-tested plywood. One folder shows all Teco grade stamps, giving uses. Additional folders feature other Willamette products. Willamette Valley Lumber Co., Dept. SBS, Dallas, Ore.

205 Sash Hardware — Illustrated catalog available to dealers includes basic material on sash hardware. Grand Rapids Hardware Co., Dept. SBS, 560 11th St., N. W., Grand Rapids 2, Mich.

207 Aluminum Louvers — Details contain specifications on complete line of aluminum and galvanized LoManCo louvers. Catalog also contains information on aluminum window shutters, adjustable closet rods, and exhaust fan vent hoods. Louver Mfg. Co., Dept. SBS, 3603-SB, Wooddale Ave., Minneapolis, Minn.

208 Hardware Brochure — Fourteen page brochure features eye-catching

exterior and interior hardware installations to help home-owner-builder select proper decorative and functional pieces. Full-color illustrations simplify selection of correct hardware for various architecture. Medalist Hardware Div., National Lock Co., Dept. SBS, Rockford, Ill.

209 Roof Truss Hardware — Advantages available in United Truss hardware are outlined in a booklet, furnished on request, detailing all popular-size trusses. Truss Connectors of America, Dept. SBS, 7100 Coral Way, Miami 55, Fla.

211 Sliding Door Hanger — Catalog sheet describes firm's revolutionary

HELPFUL BOOKLETS FREE

(Use reply card on page 83)

Micro-Cam hanger for sliding doors, said to be first and only low cost sliding door hanger to provide easy



LINEAL MOULDINGS

from CALIFORNIA HIGH ALTITUDE
PONDEROSA PINE and WHITE FIR

TW&J MANUFACTURE AND SUPPLY
THE FOLLOWING ITEMS IN PONDEROSA PINE:

- Finger Jointed Mouldings (Specified Lengths)
- Solid Mouldings (Cut to Length)
- Cut Stock
- Jambs
- Venetian Blind Stock

CALL YOUR NEAREST JOBBER FOR TW&J MOULDINGS

For quality West Coast
lumber products
look to — **TW&J**

TARTER, WEBSTER & JOHNSON, INC.

P.O. BOX 3498
San Francisco 19, California
PRospect 6-4200 Teletype SF 211



HELPFUL BOOKLETS FREE

(Use reply card on page 83)

adjustment for plumbing or leveling sliding doors. John Sterling Corp., Dept. SBS, Richmond, Ill.

213 Fiber Pipe — Three booklets are offered, one each on bituminized fiber pipe, fiber duct, and fiber forms. Sizes, weights, plus pictures and blueprints for installations, give complete information on products applicable to farm, industrial, or residential usage. Sonoco Products Co., Dept. SBS, Hartsville, S. C.

214 Polyethylene Film — Brochure features barrier film of virgin polyethylene — said to be tough, lightweight, durable, resistant to tearing, permanently flexible, and resistant to chemical attack. Reportedly it can be used for dust partition over sub-flooring, heat loss barrier, waterproof wrapping, drop cloths, protective canopies, closing-in breezeways, and winterizing porches. Also contains specifications and application information. Gering Plastics Div., Studebaker - Packard Corp., Dept. SBS, Kenilworth, N. J.

215 Aluminum Screen Doors — Literature and prices available describing low-priced all-aluminum screen door, Jayhawk Model 50. Door complete with kickplate, two pushbars, hinges with oilite bushings, and top-quality knob latch. Most important feature is ease of installation. Anyone reportedly can hang Model 50 Jayhawk in short time, whether experienced or not. Modern Products, Inc., Dept. SBS, 1031 W. Kansas Ave., McPherson, Kan.

216 Ornamental Iron — Complete catalog shows both custom design and stock railing and design in wrought iron work. Illustrated in detail to show intricate designs in lacy filigree, friezes, etc. Practical charts for builders give support loads, specifications, and other pertinent data. Excellent for smaller companies who cannot stock supply of ornamental wrought iron. Davis Iron Works, Dept. SBS, P. O. Box 7335, Waco, Tex.

217 Fiberglass Panels — Free kit contains complete outline of "dollars-to-dealers" advertising program for Filon fiberglass panels. Describes Filon's dealer promotional plans, available sales literature, and display material. Complete guide to Filon "Class A" dealer profits. Filon Plastics Corp., Dept. SBS, 333 N. Van Ness Ave., Hawthorne, Calif.

218 Closet Fronts — Brochure gives various closet front designs, specifications, and other information per-

tinued to installation. Precision Parts Corp., Dept. SBS, 400 N. First St., Nashville 7, Tenn.

219 Wood Bow Window — Window fully described in booklet, with complete construction details and Simplified Selector Chart included. Ten standard sizes usable in all types of construction. Standardization, mass production, and exclusive Marvel-Lok joint makes this window easy to install and inexpensive to buy. Lee Millwork Corp., Dept. SBS, P. O. Box 506, Fairlawn, N. J.

220 Polyethylene Film — Folders describe and illustrate varied construction and farm uses of Durethane polyethylene film. Durethane is available in three thicknesses, up to 40' in width. Koppers Co., Inc., Durethane Plant, Dept. SBS, 7001 W. 60th St., Chicago 38, Ill.

221 Indoor-Outdoor Particleboard — "Par-Wood" interior particleboard is described as versatile, new indoor work horse in illustrated brochures. Shows uses for finished or unfinished products. Literature also available on wood flooring tile, wood floor underlayment, all-weather exterior board and duo-faced paneling. Pacqua, Inc., Dept. SBS, P. O. Box 78, Dillard, Ore.

222 Cabinet Hardware — Matched sets of cabinet hardware shown in full color in No. 215 catalog. Assortment of knobs, pulls, hinges, and catches shown in variety of finishes. Catalog arranged so that hardware is grouped by function. Also included is convenience hardware, such as bottom mounting, center mounting, side mounting drawer slides, disappearing and revolving shelf hardware. Amerock Corp., Dept. SBS, Rockford, Ill.

224 Insulation Products — Eight-page booklet tells what to look for in insulation, showing proper usage of three Zonolite insulating products. Guide features product advantages of insulating fill, glass fiber, and masonry fill, plus specifications. Insulating fill comes with a lifetime guarantee. Zonolite Co., Dept. SBS, 135 S. LaSalle St., Chicago 3, Ill.

232 Bathroom Vanities — Material includes descriptive literature on Sunrise, Rainbow and Decorator models. Actual pictures, plus sketches and detailed specifications, prominently featured. With exterior surface in Formica, Micarta, or equal, product reportedly offers color, beauty and utility at prices comparable to wood. Topform, Inc., Dept. SBS, New Orleans, La.

233 Wall Panels — Exa-Bord with HSC (Hard Seal Color) is hard, flexible, waterproof, plastic-finish wall paneling. Available in five patterns — tile, woodgrain, linen and lintel, starlite, and zodiac. Brochure features full-color photos and sketches of various applications, as well as specification data. Deka Corp., Dept. SBS, P. O. Box 8026, Station F, Atlanta 6, Ga.

234 Door Hardware — Brochure features sound-conditioned Kennatrack gliding door hardware for interior

gliding doors and folding doors, plus packaged units and full line of accessories. Contains illustrations, typical methods of installation, and architects specifications for different series. Kennatrack Corp., Dept. SBS, Elkhart, Ind.

235 Self-Storing Storm Doors — Literature describes new aluminum self-storing combination storm-screen door, fast-selling lumberyard item in both new construction and home improvement departments. Insulating glass sash raises and lowers at finger-tip touch. Manufacturer claims year-around insulation, plus convenient between-season ventilation. Comes plain or pre-hung. Gallatin Aluminum Products Co., Inc., Dept. SBS, Gallatin, Tenn.

236 Hardboard — "A Pig in a Poke Is Not for You" is new 14-page brochure outlining three-fold benefits of quality, dependability, and service which accrue to building material dealers and manufacturers who use brand-name "American-Made" hardboard in preference to unknown imported hardboard. American Hardboard Assn., Dept. SBS, 205 W. Wacker Dr., Chicago 6, Ill.

237 Timber Fabrication — "Rosboro Timber Fabrication" is illustrated brochure which tells story of Rosboro Lumber Co. and its step-by-step fabrication of lumber. Rosboro Lumber Co., Dept. SBS, Springfield, Ore.

238 Floor Tile — Brochures, sample boards and display pieces feature Misceramic's complete line of floor and wall tile, trim, accessories, adhesives, grout and tools. Misceramic Tile, Dept. SBS, Cleveland, Miss.

239 Painters' Tools — Carded painters' tools are vacuum-packed in transparent plastic for minimum trouble. Two money-making displays available — one for floor, one for counter — showing painters' cutlery, wood scrapers, glass cutters, linoleum knives, etc. Red Devil Tools, Dept. SBS, Union, N. J.

240 Gang-Nail Connectors — Three-page colored brochure explains how roof truss can be made in 20 seconds without bolts, glue, or hand nailing. Labor saving Gang-Nails are applied by "squeeze" action of 28-ton air press delivering uniformity and rigidity. Gang-Nail Sales Co., Inc., Dept. SBS, 7525 N. W. 37th Ave., Miami 47, Fla.

241 Kitchen Cabinets — Four-page brochure features birch cabinet lines. Drawings show each cabinet available, with specific dimensions. Kitchen Kompact, Inc., Dept. SBS, Jeffersonville, Ind.

242 Roofing Shingles — Bird Wind Seal roofing shingle is featured in new 12-page, four-color brochure. Advantages of Wind Seal's self-sealing performance and rugged, thick-but construction are pointed out with graphic proof of their stick-down in hurricane, with life-time roof grip. Complete rooftop color plan for home is included. Bird & Son, Dept. CD-SBS, East Walpole, Mass.

New WPA Booklet-Trio Tells How to Sell Lumber

Three new publications, each designed to help retailers sell lumber, have been released by the Western Pine Assn.

Printed in full color, the trio offers retailers and others attractive, informative promotional literature in large numbers at low cost.

They were prepared with home show use in mind, but their size (fitting into letter-sized envelopes) makes them ideal for direct mail campaigns, as well as display rack and counter give-away items.

The three pieces are:

The Home Ideas Literature Form, a descriptive list of 17 current Western Pine Assn. consumer publications available free of charge for single copies.

The Lumber Buying Guide, a capsule description of grades and uses and the Western Pine region's 11 species in consumer terms, and directing them to the retail yard for service.

Show Home Ideas in Lumber, a summary of delightful lumber-use ideas for home interiors and exteriors, plus insights into basic

home construction.

Single copies of the three two-fold leaflets may be obtained free of charge by writing the Western Pine Assn., Dept. SBS, 510 Yeon Bldg., Portland 4, Ore.

Pressure-Treating Series Is Published by Koppers

Lumber dealers servicing builders, contractors, and home-owners with quality building materials may obtain a new series of folders on Wolmanized pressure-treated lumber — the lumber chemically protected against termites and decay.

These folders, published by the Wolman Preservative Department of Koppers Company, Inc., illustrate areas in house or building which are most susceptible to attack by termites and decay. How these unseen enemies work to weaken wooden members to the point of collapse is fully explained. Also covered is the process of pressure-treating the lumber with Wolman® salts.

Lumber dealers may obtain folders by writing to the Wolman



Preservative Department, Koppers Company, Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

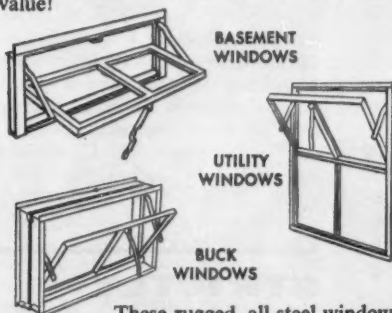
Plywood Catalog Sheet

Five new lines of plywood specialty products now being produced by Evans Products Co., Coos Bay, Ore., are discussed in a catalog sheet available free from the factory.

Now! ALL-STEEL WINDOWS BY

VESTAL

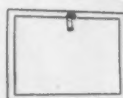
New . . . a complete line of basement, buck and utility windows—and aluminum screens—manufactured to the same high, exacting standards that have made Vestal for years your dependable name for quality. And they're economically priced for true Vestal value!



These rugged, all steel windows provide controlled ventilation for homes, apartments, barns, dairies, and commercial and industrial buildings. Complete range of sizes; either putty or puttyless type. Aluminum screens available for all Vestal windows.



OUTDOOR FIREPLACE UNITS



CRAWL SPACE DOORS



CIRCULATOR FIREPLACE



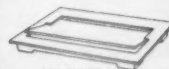
MULTI-OPENING FIREPLACE DAMPERS



FORMED STEEL LINTELS



ANCHOR BOLTS



ASH DUMPS



FIREPLACE DAMPERS



BELL TRAPS



STEEL MORTAR BOXES



VENTILATOR GRILLES



ACCESS DOOR

. . . plus dozens of other precision-engineered building specialties in steel, iron, aluminum . . . including underground garbage receivers, grease basins, cistern rings and covers, sewerage and drainage castings, manhole frames and covers, metal bridging and many, many more! They're Vestal quality all the way . . . and Vestal-priced for value!

Complete New Catalog Just Out! Write Dept. SBS

VESTAL MANUFACTURING COMPANY, SWEETWATER, TENNESSEE

~~Not 1-Not 2-~~ but
**3 HIGH-IN-DEMAND
FEATURES**

Give you faster turnover
ON-

Sterling Factories
ALUMINUM PRODUCTS



1. Classic Beauty
2. Traditional Charm
3. Durable Anodized Finish

Nothing so effectively or economically individualizes any type home—from a showplace to a modest low-cost subdivision house—as Sterling Factories Aluminum Products. Nor, because of its super anodizing treatment, so happily retains a lasting showroom beauty in spite of climate or weather conditions.

RAILINGS for porch, stoop, and steps—designed and produced in easy, quick assembly units and installations. Unmatched in charm, beauty, safety, and the economy that comes with long years of like-new service.

COLUMNS that add character, dignity and distinction to any installation. Extra strong, beautifully designed. Corner or flat styles in several patterns—all super anodized.

GRILLES in the widest variety of graceful, practical designs, fabricated from prime aluminum, and super anodized for maximum protection from outdoor exposure.

AWNING BRACKETS of aluminum, in a broad range of styles and sizes to fit doorways and windows. Easy to install, rust free.

For eye-appeal, buy-appeal, and high profits, feature the Sterling Factories line—write Dept. SB for complete catalog and prices on all Sterling Factories Aluminum Products.

Sterling Factories

2620-40 CHERRY ST., ERIE, PA.



Galbraith Enlarges Lubbock Operation To Boost Service to Panhandle Dealers



This 90,000 sq. ft. office-warehouse recently has been opened at Lubbock, Texas, by Galbraith Steel & Supply Co., one of largest building material wholesalers in Southwest. Warehouse section utilizes natural light from 94 plastic skydomes in roof, and has 14 truck-loading docks and eight railroad car spots. More than 30,000 different merchandise items reportedly are stored in warehouse.

Galbraith Steel & Supply Co., one of the largest building material wholesalers in the Southwest, recently opened a giant new office-warehouse facility at Lubbock, Texas.

The new operation, replacing the old Galbraith location in Lubbock, stands at 44th Street and Avenue "A" in a new industrial district, an area developed by the Fort Worth & Denver Railroad.

It involves a tract of land of 300,000 sq. ft. Key building on the property is a 90,000 sq. ft. office-warehouse combination of highly functional design. The warehouse section utilizes natural light gained from 94 plastic skydomes in the roof. The building has 14 truck loading docks and eight railroad car spots.

More than 30,000 different items of merchandise are stored in the warehouse. The building is equipped with an intercom system. In addition, all fork lift trucks have two-way radio communication.

Adjacent to the main warehouse is an additional storage facility for non-combustible goods. This building covers 20,000 sq. ft.

The Galbraith branch at Lubbock serves the Panhandle and south Plains region of Texas, eastern New Mexico, and southwest Oklahoma. The area involved extends

roughly within a 250-mile radius of Lubbock. Twelve sales representatives travel the territory.

Fifty office and warehouse personnel make up the Galbraith organization at Lubbock. Heading the operation is J. P. Elms, branch manager, assisted by A. C. White, purchasing agent; Ned Craig, office manager, Delton Tapp, catalog department supervisor; and H. B. Stewart, warehouse superintendent.

Galbraith Steel & Supply has its general offices in Dallas, Texas. It operates branches at Lubbock and San Angelo, Texas, and was founded in Lubbock in 1933. The business is a partnership owned by J. L. Foxworth, J. C. Galbraith Jr., and H. S. Galbraith.

STRICTLY WHOLESALE

SHREVEPORT, LA.: Shreveport Long Leaf Lumber Co., Inc., has been appointed wholesale distributor in Shreveport trading area by Azrock Floor Products Division, Uvalde Rock Asphalt Co. Also ap-

POLICY FORMULATION — Two Southern wholesalers recently met with Armstrong Cork Co.'s wholesaler policy committee in Lancaster, Pa., to help formulate policy regarding production, sale and distribution of ceilings and related building products. Attending the meeting were: (fourth from right), David Kritzer, Kritzer Supply Co., Amarillo, Tex.; and (second from right), Wilbur R. Davis Jr., Krauss Bros. Lumber Corp., Tampa, Fla.

pointed distributor was **Mississippi Distributors, Inc.**, Jackson, Miss.

BIRMINGHAM, ALA.: **Stoelker Equipment Co., Inc.**, has been appointed central distributor for Pacific Mercury electric plants, concrete vibrators and centrifugal, self-priming pumps. Stoelker will represent Pacific throughout Alabama and northwest Florida.

CHARLESTON, S. C.: Newly-appointed officers of **William M. Bird and Co., Inc.**, are Ben A. Haggood, vice-president and manager; Kenneth H. Foote, treasurer; and William W. Smith, secretary. Other officers re-elected by board of directors are R. L. Kerr, vice-president; Edwin P. Carroll, vice-president; and Miss Dorothy L. Wieters, assistant secretary-treasurer. Foote succeeds William S. Stevens, who retired earlier this year after serving 23 years as secretary-treasurer and credit manager.

DALLAS, TEX.: New distributor for Kitchen Compact, Inc., manufacturer of birch kitchen cabinets, here, is **Lewis Lumber Co.**

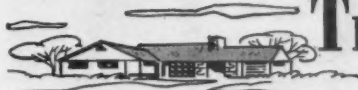
STOCKTON, ALA.: **Bacon-McMillan Veneer Mfg. Co.**, here, is among eight new panel products distributors appointed by Weyerhaeuser Co.'s Silvatek Division. Other Southern firms named include **Thompson Swain Veneer, Inc.**, Tuscaloosa, Ala., and **U. S. Plywood Corp.**, Little Rock, Ark.

LOUISVILLE, KY.: **W. L. Allen Lumber Co.** is newly-named distributor of General Tire & Rubber Co.'s Bolta-floor vinyl covering in this area. Lumber and supply firm is managed by W. D. Ott and R. Allen.

BERRYVILLE, ARK.: **Ozark Sash and Door Co.**, here, will construct plant in Springdale. According to present plans, structure will be approximately 80' x 200', with provisions for expansion to 400 feet. Plant officials expect new location to centralize distribution in this area and allow expansion of service into eastern Oklahoma.



The vast new housing of the nation is populated with families who need to buy Trinity White!



STEPPING
STONES

GARDEN
POOLS

BENCHES &
SEATS

DECORATIVE
FENCES

EASY-TO-BUILD
STEPS

FOR OUTDOOR LIVING
PATIOS

GAME
COURTS

TERRAZZO
FLOORS

POOLS FOR
SWIM

PORTLAND CEMENT
STUCCO

SAFETY
ITEMS



The sale of Trinity White has doubled and redoubled in the last few years. The list of items at the left shows why. Millions of new homes have been built. They need improvements that call for Trinity White.

Trinity White is no longer a "specialty item." It is in regular and growing demand. Continuously advertised since 1941. Write Trinity White, 111 W. Monroe St., Chicago 3, Illinois.

Trinity White

—the whitest white cement

A product of GENERAL PORTLAND CEMENT COMPANY

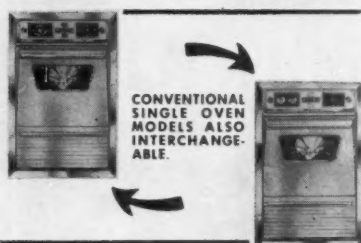
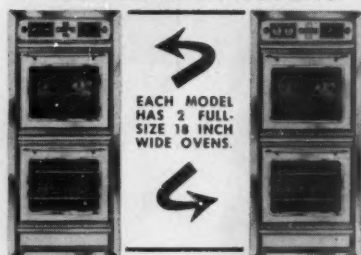
Chicago • Chattanooga • Dallas • Fort Worth • Houston
Fredonia, Kansas • Jackson, Michigan • Tampa • Miami • Los Angeles



FOLLOW THE LEAD OF THE
MANY DEALERS NOW SELLING

Modern Maid

THE COMPLETE LINE OF
INTERCHANGEABLE BUILT-INS
Featuring the
FIRST AND ONLY GAS DOUBLE OVEN
WITH INFRA-RAY COOKING!



MODERN MAID
IS ADVERTISING
TO YOUR
PROSPECTS IN
THESE
Publications
PRACTICAL BUILDER
AMERICAN BUILDER
JOURNAL of HOME BUILDING
HOUSE & HOME

Send prices and folder on the 1960 line of Modern Maid Gas and Electric Built-Ins.

Name

Address

City State

Distributor ☐ Dealer ☐ Cabinet Maker ☐

TENNESSEE STOVE WORKS
CHATTANOOGA 1, TENNESSEE

DEALER NEWS

GEORGIA

GAINESVILLE: Ed H. Chambers, president of Chambers Lumber Co., here, and past-president of Building Material Merchants of Georgia, has received Dealer Registration Number One for the seventh annual NRLDA Building Materials Exposition in San Francisco.

LOUISIANA

CHARTER OF INCORPORATION: Drake Building Supplies, Belle Chasse, listing capital stock of 10 shares no par value.

NORTH CAROLINA

GASTONIA: Ray Kayler, vice-president of City Lumber Co., will assume duties of late Forrest Abernathy, firm president. Kayler has been with company since 1950.

WINSTON-SALEM: Harris Builders Supply recently staged a grand opening at its new store on Patterson Ave., N. W. Company is owned by R. J. Harris and Joe Pell, who also operate builders supply stores at Mount Airy and Pilot Mountain. Roger Harris is manager of new store here, and Mayor Marshall Kurfes has been named director and sales manager.

OKLAHOMA

TULSA: Dale Carter's recently held a preview opening of its complete lumber and building center.

VIRGINIA

STAUNTON: Edwin F. Powell, manager of Waynesboro-Republic Lumber Co., Inc., recently received an eight-year management award from company President Lawrence E. Roffman. Year ago, building supply firm moved to its present quarters, a \$125,000 building which houses office, display rooms and supply inventory warehouse. Building was fully mechanized for fast pick-up and delivery service, with its own railway siding. New system of inventory control was incorporated to assure constant in-stock service.

WEST VIRGINIA

MARTINSBURG: Located on Route 9 in Rolling Hills Develop-

ment four miles west of here, Payne's Building Supply has opened for business, stocking lumber, building supplies, builders hardware, paint, and kitchens. Paul Payne Jr. is owner and operator.

SOUTH CAROLINA

COLUMBIA: Bass Building Specialties, Inc., has moved into larger quarters at its new store on Rosewood Drive. President Edward R. Bass has been engaged in building specialty business in Columbia for about 12 years, handling such specialty products as overhead garage doors, automatic electric door operators, Pella wood folding doors, and Pella wood awning and casement windows. It is now stocking laminated timbers, fabric folding doors, bi-fold louvred closet doors, Macton turntables, decorative wood panels, wood switch plates, wood and aluminum glass sliding doors, and many other franchise items.

TENNESSEE

SEVIERVILLE: A. J. King Lumber Co. has a new 13,500 sq. ft. warehouse and station for railroad and truck shipping.

OBITUARIES

W. FORREST ABERNATHY, 57. President of City Lumber Co., Gastonia, N. C.

HUNTER H. BROWN, 57. Owner and operator of Hunter H. Brown Lumber Co. in Newberry, S. C.

GEORGE L. BUCHANAN, 67, president of Cumberland Lumber Co. of Cumberland, Md.

WILLIAM G. GALLIHER, 79. Co-founder of Galliher & Huguley, Inc., of Washington, D. C.

WALTER FRANK TATE, 71. Co-owner of Tate Brothers Lumber Co., Little Rock, Ark., and Hoo-Hoo member.

WILLIAM ROBERT WRAPE, 92. President of W. R. Wrape Stave Co. and Dixie Lumber and Moulding Co., and partner in Industrial Lumber Co., Little Rock, Ark.

ARTHUR J. WEBER, 75. President of South Cumberland Planing Mill in Cumberland, Md.



TV SALUTE — Nationwide television audience of estimated 20-million people will see special "salute to lumber dealers" during opening moments of Armstrong Circle Theatre telecast, November 23, over CBS network. Sponsored by Armstrong Cork Co., salute is effort to increase public recognition of lumber dealer as one-stop home improvement headquarters. Opening commercial will call attention to valuable combination of products and services available to American home-owners through local lumber dealer.

NLMA Set to Dramatize Wood Schools for NRLDA

One key event at the forthcoming National Retail Lumber Dealers Assn. exposition in San Francisco will be a dealer clinic, to be held daily, on "Wood Products Promotion for Profit," with particular emphasis on wood in school construction.

The clinic, sponsored by the National Lumber Manufacturers Assn., will feature a panel discussion among two prominent school architects, a wood technologist, a lumber dealer experienced in school work, and a promotion-merchandising expert.

Dealers and convention visitors will also be given the opportunity to see the NLMA's newest full color film on the application of lumber and wood products in school design.

Location of the clinic will be in the Larken Hall annex. The exhibit room will be open throughout the day for questions on wood product promotion.

Wholesale Sales Lower

July 1960 sales of merchant wholesalers, estimated at \$10.0 billion, were down 10 per cent below June sales, and were also 10 per cent behind July sales a year ago. These declines are partly due to fewer trading days in July 1960 compared to June 1960 and July 1959.

INSULATING SHEATHING

SUPER RESISTANT

MAFTEX®

**STRONG
EFFICIENT
ECONOMICAL
ASPHALT-
WATERPROOFED**

- ★ Conforms to FHA and VA standards
- ★ 1/2" and 25/32" thicknesses
- ★ Standard panel sizes
- ★ Roof insulation also available - All thicknesses



**BEST BUY
IN THE
BUSINESS**

MAFTEX INSULATION BOARD SALES CO., INC.

Standard Oil Building, Baltimore 2, Maryland

Specializing in Roof Insulation, Sheathing and Shingle Backer



Gaslites

WITH *Glamour*

Enhance the setting for
new homes and subdivisions with these
new expressions of gracious living...

Golden-crested Riviera and
Embassy—created for
leadership of the
renowned family of
Gaslites by Arkla.

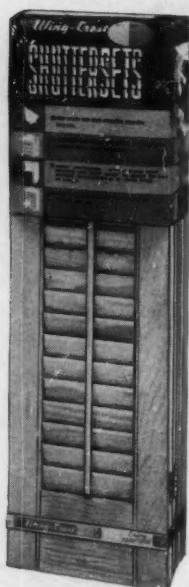
Contact your local
gas company or write

Gaslites

BY ARKLA

SHANNON BUILDING
LITTLE ROCK, ARK.

NEW! For The
"DO-IT-YOURSELF-ER"
Wing-Crest
SHUTTERSETS



for...
DOORS
CABINETS
DIVIDERS
WINDOWS
PASS-THRU'S



Priced to
Retail from

\$8.95
PER
SET

with FULL
DEALER
MARK-UP!

EASY TO ORDER!

Customer measures inside of window opening (height & width) in inches. Wing-Crest Dealer, using simple chart printed on each carton, determines the SHUTTERSET size required.

EASY TO INSTALL!

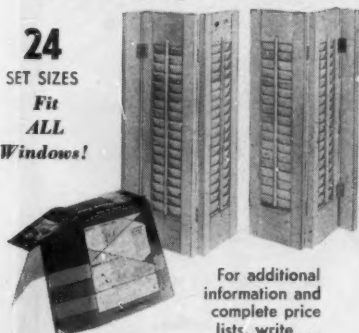
Complete, easy to follow installation instructions printed on each carton. Each SHUTTERSET contains: 4 panels hinged together with hinged hanging strips; brass plate hinges; porcelain knob and latch set — everything that is needed!

24

SET SIZES

Fit
ALL

Windows!



For additional
information and
complete price
lists, write...

The Sam A. Wing Company, Inc.

5035 WILLIS P. O. BOX 4748 DALLAS, TEXAS

★ Distributed in Texas by Wm. Cameron & Co., Wholesale

★ Distributed in Louisiana and Mississippi by Allen Millwork Mfg. Corp.

**LAT Forms Committee
On Industry Relations,
Appoints Legal Counsel**

I. J. Saccommano of Houston, Texas, has been appointed counsel for the newly-formed Industrial Relations Committee of the Lumbermen's Assn. of Texas.



I. J. Saccommano

Purpose of committee and its program will be improvement of industrial relations, and formulation of programs aimed at improving individual member's relations in labor-management field.

Serving as committee members are: J. Lee Johnson III, chairman; Arthur Temple Jr., ex-officio; D. C. Biggers, Abilene; Gene Ebersole, W. B. Carssow, Dick Watkins, and W. S. Drake Jr., all of Austin; Gene Burrus, Beaumont; S. K. Seymour III, Columbus; Floyd Burt, Corpus Christi; P. J. Goodnight and R. Bill



Arthur Temple Jr.

Williams, Dallas; G. C. Staten Sr., El Paso; W. B. Henderson and John J. O'Neill, Fort Worth; John Simmons, Freeport; Harry I. Swift, Galveston; Joe Butler, Alexander Schroeder, and Weldon Walker, all of Houston; Herbert Hudler, La-Marque; S. S. Forrest Jr., Lubbock; Gordon Holcomb, Midland; Thad Decker, Orange; Robert H. Wyde, Port Arthur; Vaughan B. Meyer, San Antonio; Rhom Pennington, Sherman; Lionel L. Campbell, Temple; A. E. McCain, Tyler; Dan LeBow, Waco; and Herbert Pike, Weslaco.

**Ohio Lime Co. Acquires
United Cement Control**

Ohio Lime Co. of Woodville, Ohio, has purchased controlling interest in United Cement Co., Inc., of Montevallo, Ala. Philip J. Kyser will continue as operating manager of United Cement, and Richard H. Marshall as sales manager.

Ohio Lime operates quarry, lime plant, limestone drying plant, and refractory dolomite plant. United Cement, formed in 1955, operates a stone quarry, agricultural lime plant, and rotary kiln lime plant.

FULTON
100% PURE
SHELLAC
and
Q-D
(QUICK DRYING)
PRIMER



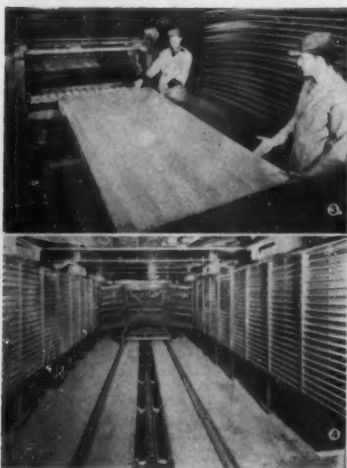
Consistent quality
and fast delivery
from a centrally
located bleacher.

FULTON CHEMICAL COMPANY
SUMTER, S. C.

Bellwood, Plywall Products Create Cooperative Plan To Produce Quality Doors



1—At Bellwood Co., Orange, Calif., 200,000 residence doors are mass-produced monthly. 2—In Bellwood hollow-core door assembly department, assembly line jigs assure uniformity and quality. 3—At Plywall Products Co., Corona, Calif., plant, after Plywall's exclusive varied-grain finish is applied, revolutionary Poly-Clad protective topcoat goes on in liquid form. Process protects against fading, mars, and scuffs. 4—Following application of liquid Poly-Clad topcoat, all Plywall panels are transferred to gigantic ovens where protective coating is "baked on" for lifetime.



A cooperative program to produce quality, prefinished grained doors on a mass-production basis recently was announced jointly by the Bellwood Co. of Orange, Calif., and Plywall Products Co., of Corona, Calif., and Fort Wayne, Ind.

Door surfaces of high-pressure Laminex, a high-density composition material formed under great pressure, are grained and Poly-Clad finished at the Plywall facili-

ty in Corona. Plywall's graining and Poly-Clad processes, involving 15 quality-controlled steps of surface preparation, finish application, and heat treatment, purportedly protect against scuffs, scratches, and stains. It also is guaranteed against fading.

Bellwood/Laminex English Walnut and Rock Maple doors presently are offered as standard, with a wide variety of other grains available to order. Matching Poly-Clad Plywall prefinished wood moldings and wall paneling permit builder to make a completely prefinished installation.

A division of Packard Bell Electronics, the Bellwood Co. is said to be the largest residential door manufacturer in the nation.

Oklahomans Are Warned

(Continued from page 60)

housing business from now on, and even if not in any further, you have to think of the government's part in it."

He prefaced those remarks with: "I am going to take advantage of this swan song of mine and give the industry a bit of advice. That is the most irresponsible, inconceivable legislation ever proposed in Washington."

This followed his analysis of the market, in which he said that the fact housing starts have fallen off from last year is a disturbing factor, resulting in much price-cutting.

Significant Housing Change.

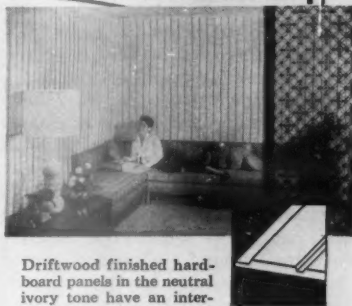
"The market has undergone a rather significant change," he continued. "War II got housing into a rather depleted state. Then, following the war, we had an emergency market — a seller's market, which prevailed for 15 years, producing in excess of a million houses a year. This production exceeded the increase in families. So we are seeing a change from a seller's to a buyer's market for, generally, people are adequately housed."

At the outset of his address, he reviewed the conception of FHA and its accomplishments in the 26-year period, saying this had seen the best-housed country become better housed, and an increase of 50 per cent in home ownership.

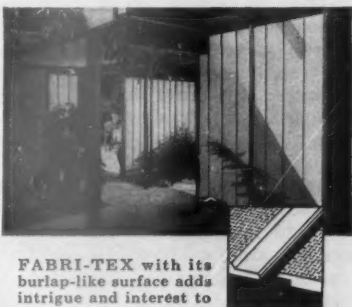
"FHA is not entirely responsible for this," he conceded, "but FHA has been highly influential in bringing it about. The livability of homes has been greatly improved."

"In my judgment, FHA is the most unique agency in the history

CHOICE OF 3 NEW TEXTURES IN Evanite PANELS



Driftwood finished hard-board panels in the neutral ivory tone have an interesting 4 or 8 inch plank effect in the smart, new Evanite Panel 4. Easy to apply with shiplap joints and matching color nails.



FABRI-TEX with its burlap-like surface adds intrigue and interest to exterior screens or wind-breaks... or interior accent walls. A rugged, tempered hard-board with the vertical Panel 4 texture that is dent-proof.



Recreation rooms, children's rooms or any interior area that is really lived in needs the scuff-resistant Vee-Plank surface. A handsome hard-board with v-grooves providing a random plank effect. Factory finished in the exclusive Driftwood tone... needs no painting... when it's installed, it's finished!



WRITE
TODAY
FOR

FREE SAMPLES AND LITERATURE...

Hardboard Division

**EVANS
PRODUCTS CO.**
CORVALLIS, OREGON

of our government. After I have left and become less prejudiced, I will still hold this view. This government agency has not used one penny of government money, having paid back all it borrowed from the government, plus more than 20 millions collected in interest. The housing industry is strong and stable, as we know it today. Actually, a sophisticated industry."

Ineffective Advertising. Principal speaker for the afternoon business session was John W. (Jack) Parshall, executive editor of *Building Supply News*. It was Parshall who lamented inefficacy of dealer advertising. After reviewing "the possibilities of the 60's" and what LIC can do — with more housing for small towns — Parshall urged dealers to cash in on their advertising.

"A large number of dealers do a large amount of advertising," he said, "but they are missing out on results in many cases because, when customers are drawn to the store by advertising, it is often true that dealers neglect to have in stock the items advertised. Or the items advertised are difficult to find among displays. Furthermore, many dealers do not follow up inquiries resulting from their own or factory advertising."

"And some dealers are missing out on some builder business because they price the same to all, when they should price according to the service a builder requires. Also, dealers should adjust their services to fit their consumers."

The speaker declared there is a great future in the farm and home component business, especially in farm buildings. He discussed associations and their services and also discussed a neglected subject — trade publications and what they can do for dealers.

Because of the absence from

Oklahoma City of the association treasurer, W. M. (Bill) Morgan, secretary-manager, reported for both secretary and treasurer. After analyzing the treasurer's report, he concluded that "we are not rich, but we are not in bad shape financially."

On Friday, October 14, before the convention got under way, Hoo-Hoo conducted a concatenation and inducted 11 kittens. This was followed by a buffet dinner and stag party. At about the same time in Oklahoma City's Beacon Club, the association's 12 past-presidents (including one who served the first two years of association life, and the current president) were inducted into "The Purple Club," the association's exclusive order for past-presidents.

Although the merchandise show remained open throughout the last day, organized convention activities terminated Saturday night, October 15, with a cocktail party, banquet, floor show and dance — the traditional "no speech" function of association conventions in Oklahoma.

'Donna' Underscores Needs (Continued from page 53)

Louisiana coast, "Donna" proved that greatest care and attention should be given to means whereby various parts of the house are tied together.

Bolting Advised. To protect a house from being torn or toppled from its foundation, the structural framework should be solidly bolted to the foundation or slab. All other elements should be closely and strongly joined.

Contractor Moore said one of his homes under construction in the Florida Keys survived "Donna" partly because of roof anchor

straps. For less fortunate individuals, he pointed out that these "wouldn't cost the home-owner more than \$50."

Many others emphasized the value of sound building techniques, regardless of material.

Miami Architect Robert N. Browne reported that a wood frame house with a galvanized iron roof designed by him in the Keys area "came through the storm beautifully. I saw more damage to block houses than I could note on wood structures. Wood weathers a storm like a tight ship."

In most homes in the United States, the foundation is of masonry and the framework is of wood. Or there may be a slab foundation and block walls, as in some areas of Florida.

Irrespective of the type of construction, only good quality materials should be used.

In the case of lumber, the high strength and resiliency of the material are natural structural assets, but species, grade, and seasoning are equally important.

Only strong species and good grades should be used for structural framework of homes. The builder should also use lumber that is "pre-shrunk" by proper seasoning for uniform sizes, maximum strength, and nailholding power. This is essential for permanent tightness of joints and over-all rigidity of the structure.

The average house contains 2,000 to 3,000 pieces of lumber — by no means an excessive amount when one considers the bracing required to secure a dwelling against 100-mile-an-hour winds. The contractor, for example, should never omit wall sheathing — a 1" thick layer of solid boards which strengthens and ties together major elements of the floor, wall, and roof structures.

WILHOLD GRABS FASTER

GLUE

WHITE

SPREADS FURTHER!

SANDS EASIER!

AMAZINGLY STRONG!

OVER 3000 PSI

DRIES QUICKLY • DRIES CLEAR

AMAZING WITH WOOD
PAPER • LEATHER • TABLE-TOPS



ROUND
GLU-BIRD
WON'T
TIP

SQUEEZE
TO USE

WILHOLD

GLUES INC.

Los Angeles 31, Chicago 44

21089

DEALERS!!! LOOK!!!

Greater Sales — New Profits — Additional Business

Air-Lite Vermiculite for

- Plaster Aggregate
- Concrete Aggregate
- Insulation Fill

Franchises available for concrete roof deck applicators in certain areas. Write now for full information.

American Vermiculite Company Incorporated

P. O. Box 8 • Roan Mountain, Tennessee
Phones: Spruce 2-3221 and Spruce 2-3222

National Gypsum Acquires Allentown Portland Cement

In one of the biggest expansion moves in its history, National Gypsum Co. acquired the Allentown Portland Cement Co. of Allentown, Pa.

The acquisition involves an exchange of Allentown stock for National Gypsum stock now valued at about \$31,000,000.

By the move, National adds three plants to its 60-plant mining and manufacturing network, boosts its annual cement-making capacity to 16.5 million barrels and expands its cement market to cover one-third of the nation.

Founded in Buffalo, N. Y., in 1925 by its board chairman, Melvin H. Baker, and two associates, National Gypsum has grown from a one-plant company making gypsum wallboard to a nationwide manufacturer of more than 300 building products for all types of construction.

The company entered the cement-making field last year when it acquired the Huron Portland Cement Co., of Detroit for National Gypsum stock valued at \$60,-

000,000.

Huron manufactures cement at its Alpena, Mich., mill—the world's largest—and ships it by lake carrier to 12 distributing plants located around the Great Lakes. The Alpena mill's annual capacity is 12 million barrels.

National's new Allentown Division operates a huge quarry and crushing plant in eastern Pennsylvania. Its two nearby mills have a combined annual capacity of 4½ million barrels. Allentown's market embraces lower New England and the Atlantic Seaboard.

Describing the acquisition as "one of the most important investments in our entire history," Chairman Baker said Allentown "will add more than \$2,000,000 to our annual earnings."

National's new cement-making subsidiary will have its own sales force.

When 'Studs' Meant 'Horses'

(Continued from page 59)

backs were hurt. So I wasn't paying much attention as the members of the starting team were called together. Steve Owen played it

smart. He waited until the last few seconds, giving me no chance to think it over or protest when he called me off the bench. 'Come on, Pugh' he said, 'you start.' "

Recalls Victory. Dookie remembers very distinctly that the Giants did all right that afternoon, beating the Chicago Bears. He also remembers distinctly that he became very, very tired of football that afternoon, for he played the full game.

"Steve wouldn't take me out," he recalls. "After the second half started — and I was surprised again when he put me back in, me and my six plays — I'd wave at him and shout at him when I got the chance, but he acted as if he didn't know I was there."

Late that season Dookie was hurt and retired from football. He re-entered Texas A. & M. and enrolled in five English courses, preparing to be a radio sports announcer. But the new American Football League (forerunner of the current league of the same name) had now been organized and Dookie's hurts had healed.

Like the fire-horse of former years that snorted and lunged when the alarm sounded, Dookie heard

**LIVE, WORK,
BUILD BETTER
WITH WOOD**

**SUGAR PINE · PONDEROSA PINE
DOUGLAS FIR · WHITE FIR
CALIFORNIA INCENSE CEDAR**

Our large timber resources and thoroughly modern plants enable you to get the lumber you want when you want it.

Standard lumber items, mouldings, cut stock, glued panels, interior trim, window and door frames, venetian blind slats and furniture parts.

Expert finger jointing.
Fast service on mixed cars.

Cooperating fully with
the National Wood
Promotion Program

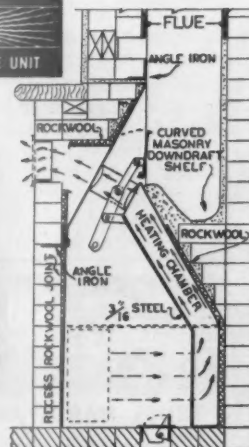
The Ralph L.
SMITH
Lumber Company
ANDERSON, CALIFORNIA

Members: Western Pine Association
West Coast Lumber Association • Ponderosa Pine Woodwork

HEATFORM
WARM AIR-CIRCULATING FIREPLACE UNIT



Model "A"
for single opening fireplace.
Four additional models
for multiple opening fireplaces.



HEATFORM EXCLUSIVE ADVANTAGES:

- **CURVED MASONRY DOWNDRAFT SHELF**—seals all metal against corrosion—longer life
- **MORE HEATING SURFACE**—greater heat delivery
- **RIBBED FIREBOX**—greater strength to prevent warpage
- **LARGER COOL AIR INLET AND WARM AIR OUTLET**—more warm air circulation
- **CONTACT OF AIR TO ALL HEATING SURFACES**—no dead air pockets in heating chambers

Architects, builders, and dealers WRITE FOR FREE
PORTFOLIO FILING KIT OF LITERATURE

SUPERIOR FIREPLACE COMPANY

The pioneer designers & manufacturers of heat circulating fireplace units and Hi-Form Dampers

Dept. S85 4325 Artesia Avenue
Fullerton, California

Dept. S85 601 North Point Road
Baltimore 6, Maryland

the call and signed up with the Miami Sea Hawks, piloting this team through all of the season of '46. But, as related, there were those severe beatings he took on Saturdays and Sundays. And with two leagues in competition for football talent there were not too many good quarterbacks to "spell" one another, and the Saturday afternoon beatings got worse and worse.

All of which led to that November day when, in Brooklyn, Dookie took off his cleats for the last time.

Door Lite Granddaddy

(Continued from page 54)

stricts sale of door lites to qualified sash and door jobbers and door manufacturers.

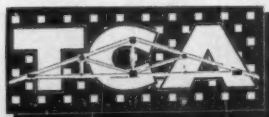
Southern Door Lite's general manager is young Mac Fields, Al's son, who only recently emerged from Georgia Tech with a B.S. degree in industrial management. Prior to that, he obtained a B.A. degree from Emory University. A. H. (Bill) Adams is sales manager.

Panels Increase Profit

(Continued from page 58)

How about butting panel against corner when right angle wall is uneven or untrue?

"It's easy," Carpenter explains. "Hold panel tightly against wall and scribe it with pair of dividers."



TRUSS HARDWARE

We can help you cash in on the ever increasing demand for roof trusses and building components.

The best truss connector on the market!

Write or call today for information on how to get started in the big business of manufacturing roof trusses and building components.

Truss Connectors of America

7100 CORAL WAY, MIAMI, FLA.

Mo-7-1081-Miami, Florida

Sales Office & School

4010 N. WESTSHORE, TAMPA, FLA.

What about electrical outlets? Hold hardwood panel firmly in position against wall in wall plug area and tap it with hammer. Use wood block to protect surface. This leaves slight indentation on panel back, where two holes can be drilled at opposite corners of indentation as starting points for keyhole saw. Be sure to saw from face side of panel.

"Family-proof" material, in easy-to-work panels, reportedly not only eliminates piece-by-piece wall assembly, but also panels are factory-finished.

Carpenter's handbook has 25 diagrams illustrating various methods of applying paneling — including corners, ceilings, around windows — plus diagrams of various moldings and sketches showing how and where they are used. It was published as part of nationwide home improvement program.

Continual Remodeling

(Continued from page 48)

Matherly, both on company's payroll, are in charge of the interior decorating and wallpaper department. These two women not only buy for this department, they estimate jobs, supervise the work, and in a pinch do the whole thing themselves.

"It's a lot of fun," says Mrs. Stone, "matching wallpaper with the drapes, bedspread, or trying some new accent color scheme to give an old remodeled house a new, modern decor."

The Stones actually prefer small jobs. They would much rather have a half dozen men on a half dozen little jobs than to have all of them on one big job.

"This way," says E. N., "we don't lose so much time, we are helping more people, we can make a bigger profit, and at the same time give better service."

Joe heartily agrees.

"In my opinion," he adds, "too many lumbermen are too price conscious. Service and quality work mean little to them. They leave their foreman or contractor to look after details. But, we cater to the small customer, paying little attention to our competitor's prices. We go out and bid on a job. If we get it, we do the best job we know how to do. If we don't, then we haven't lost anything."

As the Stones say, one thing about specializing in the three R's of the building trade (remodel, repair, repaint), you can depend

on a smooth, steady, flow of business, predict your volume for months in advance, and guess pretty close what your yearly gross will be.

This father and son team finds it a most satisfying way to run their lumber yard and to help their neighbors make their town a more attractive area in which to live.

Christmas Promotion

(Continued from page 50)

the most attractive price in the store. More people stop at this display than at any others."

To serve Christmas customers, one long table of toys is shown. Bona does not regard toys as the perfect line for a building supplies store, but feels that toys do attract traffic. He likes to clear out toy stock completely, if possible. During the last two or three days before Christmas, he highlights the toy display with signs announcing clearance prices for toys. Left-over toys are taken from the floor after Christmas and moved to a rear area, where they can be sold during the year or brought out

CLASSIFIED

WHOLESALE

Need warehouse space in South Florida? 4000 ft. available half way between Miami and Ft. Pierce. Write Delray Lumber Co., Delray Beach.

WANTED TO LEASE OR BUY

Retail lumber building supply yards in Tennessee, Virginia, West Virginia, Kentucky, Maryland, Alabama, Pennsylvania, and Ohio.

We are ready to deal immediately, and can arrange tax-shielded terms. 20,000 sq. ft. of storage required. We are AAA-1 long established company.

Address replies in confidence to: Box 121, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 8, Ga.

FOR SALE

25,000 bd ft 2" x 4" - 2', 3', 4', 5', 6', 7' lengths KD and AD Douglas Fir. 50% Std and Btr, 45% Utility, 5% Economy, No Whitespeck. \$40.00 per thousand FOB Tuscaloosa. Send replies to Friday Lumber Co., P. O. Box 244, Tuscaloosa, Ala.

again next Christmas.

"During our Christmas charge-account promotion, we get new customers who never would have asked for credit had they not received our credit form to fill out and mail," Bona concluded. "The promotion does not end with the Christmas season. For months last year, we kept receiving the filled-in forms that we had mailed out at Christmas."

Develop Ready-Mix Market

(Continued from page 46)

ber yard, not to discuss from where the concrete came or under what circumstances it is being delivered. If anyone questions the source of the ready-mix, he refers them to the lumber dealer for whom the load is being delivered.

"Nobody can get a driver even so much as to speak a good word for quality of concrete on such a delivery," Voorhies declares. "If someone asks whether or not the ready-mix is good, he tells him to see the customer-lumber dealer. Outwardly, the concrete belongs to and is being delivered by the dealer."

Ready-mix Prices. Cost is determined on the basis of the quantity bought and delivered. For example, the home-owner who needs a yard to build his walk pays the basic price, plus a dollar a yard and 75 cents for delivery. Excess above the base price depends on the load size. A six-yard order earns the base rate.

Delivery of six-yard loads is a part of the service within the city. All orders delivered seven miles beyond the plant draw an extra delivery fee of \$1.25 per mile after the first seven miles.

To speed service and more closely coordinate deliveries, Lafayette

has installed two-way radio units in all ready-mix trucks, connecting them with plant office.

To augment efforts of the outside salesman and good will contact man, the company advertises ready-mix at least once a week in the local evening paper, with copy devoted exclusively to concrete.

The plant is a remote operation, two miles from the downtown store, in a location generally central to the majority of larger construction in the area.

Voorhies looks upon ready-mix concrete as a major phase of the building supply business. He works not only for the growth of his own business, but also is active in promoting the use of ready-mix in general. Recently, he helped in organizing the new Louisiana Concrete Assn. for betterment of that industry.

Better Dealer Publicity

(Continued from page 52)

12. **Type or Mimeograph.** When your release comprises from one to ten papers, typewritten copy is best. Mimeograph copy is more professional looking than carbon copies, which smudge in handling.

13. **Double-Space Copy.** The editor may want to change or insert a word. Double-spaced copy is easier to edit and the mark of professional publicity.

14. **Large Margins.** Leave from 1"-1½" margins on each side and at the bottom of the page. It looks better, reads faster, and is easier to edit.

15. **Indicate "More."** Professional publicity people end the first page with "more" when the story has two or more pages.

16. **Use Slug Line.** Page two of your release should have some reference to the first page. The slug

line might be your firm's name and the key words of your headline.

17. **Indicate End.** There should be some indication that the release ends. "Thirty" (30) is most common, but you can use number signs (#), an asterisk (*), or simply the phrase "The End."

Photo Requirements. Newspapers are using more and more photos today. Your publicity article will attract more attention if a related picture accompanies it. Most editors look kindly on a publicity release that has a good photo included. Check these ideas on publicity pictures:

18. **Show Publicity Angle.** Try to get some recognition of your firm into the photo. This will remind readers of you and get the message over to people who do not read all the copy.

19. **Use Glossy Photos.** Your editor will be able to use glossy photos better. The reproduction will be much clearer and be better publicity for your firm. The best size is 8 x 10, although 5 x 7 can be used.

20. **Identify Photos.** Be sure you have some identification on your photo. A rubber stamp is best. Attach a sheet of paper with the information about the photo—names of people, identification of equipment, etc.

21. **Protect Photos.** When mailing photos use corrugated cardboard on either side of the photo. Use the right-size envelopes to eliminate slipping. Use library paste to attach caption sheet to back — glue shows up in engraving. Don't write on back of photo — marks show through on printed picture.

These 21 do-it-yourself ideas will help you save money and make it easier to prepare publicity that will break into print and give your lumber business a boost.

WHEN YOU WRITE TO Advertisers

IN THIS MAGAZINE . . .

Tell Them YOU READ ABOUT IT IN

**Southern
BUILDING SUPPLIES**

For . . .

PARANA

LUMBER—PLYWOOD—DOOR SKINS—VENEER—BOX SHOOK

Tropical hardwood logs for use as veneer or stock lumber.

Call:

BRIMBLE BROTHERS LUMBER COMPANY

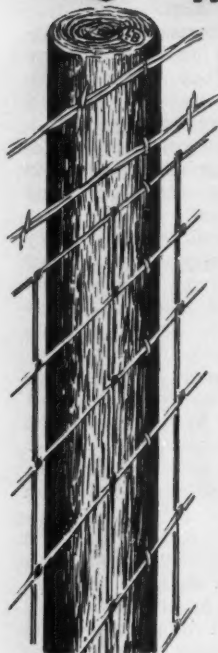
1238 Texas National Bank Building • Houston, Texas

Phone: CA 4-6709

All types of Millwork, domestic and imported hardwoods
plywoods—hardboards available.

LOOK FOR
THE
LB BRAND
ON THE END

The TIME-TESTED POST



For almost half a century the famous L-B brand has identified the LONG-BELL pressure-treated Southern Pine Fence Post.

Millions in service on the farms and ranches of America bear this mark of quality.

Pressure-treated with 100% creosote or with 5% Penta solution, these posts are recognized by customers everywhere for their background of performance.

manufactured only by

Wood Preserving Division

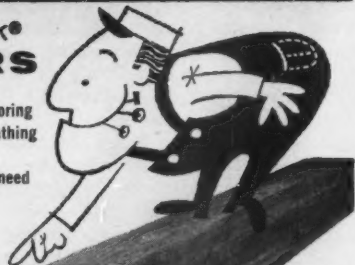
of
International Paper Company
Kansas City, Mo. & DeRidder, La.

YOU CAN
GET IT AT

WILLAMETTE

HI-HEMLOCK® TIMBERS

also
End-Matched Factory Flooring
Teco-Tested Plywood Sheathing
Beveled Siding
Lumber for any building need



Order the big stuff from Willamette for straight or mixed car shipment. Hi-Hemlock timber has long fibers and straight grain, is excellent for rugged construction and lasting stability. Timbers available in standard and specified sizes. Whatever your lumber need you can always get it at Willamette.



WILLAMETTE VALLEY LUMBER CO.
WILLAMETTE NATIONAL LUMBER CO.

Dallas, Oregon • MAYfair 3-2351 • TWX 80-U
Member West Coast Lumbermen's Association

INDEX OF ADVERTISERS

A	Majestic Company, Inc.	80
Allied Chemical Corp., Barrett Division	Marsh Wall Products, Inc.	80
Allison Lumber Co.	Masonite Corporation	81
American Hardboard Institute	Master Metal Strip Service, Inc.	81
American Vermiculite Co., Inc.	Minnesota & Ontario Paper Co.	81
Amerock Corp.	Insulite Div.	81
Andersen Corp.	Misceramic Tile Co.	81
Arkla Air Conditioning Corp.	Modern Products Co.	81
Armstrong Cork Company, Building Products Div.	Monarch Metal Weatherstrip Corporation	80
Atlantic Steel Company	M W Distributors	18
B	N	
Barclay Mfg. Co., Inc.	National Hardware Corp.	9
Barclite Corporation of America, Barrett Division	National Lock Co.	9
Allied Chemical Corp.	National Metal Products Co.	9
Bellwood Co., The	National Mfg. Co. Back Cover	9
Bestt Rollr, Inc.	National Retail Lumber Dealers Assn.	9
Bestwall Gypsum Co.	National Screen Co., Inc.	9
Bradley-Southern Division	Nichols Wire & Aluminum Co.	9
Brimble Brothers Lumber Co.	O	
C	Oconee Clay Products Co.	96
Caldwell Mfg. Co.	P	
CARADCO, Inc.	Pacific Lumber Co.	78
Celotex Corp., The	Pacific Plywood Co.	78
Central Warehouse Corp.	Pacqua Division	78
Certain-teed Prod. Corp.	Panelboard Mfg. Co., Inc.	78
Classified Ads	Plywall Prods. Co., Inc.	48
Co.e Mfg. Co.	Ponderosa Pine Woodwork	78
D	Potlatch Forest, Inc.	78
Dant and Russell	Precision Parts Corp.	78
Davis Iron Works	Q	
Dealers Warehouse Corp.	Quaker State Metals Co.	78
Deka Corporation	R	
Desmond Bros.	Red Devil Tools	78
Dexter Industries, Inc.	Republic Steel Corporation	89
Dickey Clay Mfg. Co., W. S.	Reynolds Aluminum Supply Co.	24, 85
Dierks Forests, Inc.	Rock Island Millwork Co.	77
Donald Durham Company	Roseboro Lumber Co.	77
Donley Bros. Co.	Ruberoid Co.	84
Douglas Fir Plywood Assn.	Floor Tile Div.	84
Duo-Fast	Ruberoid Co.	88
Dur-O-wal Division	Trade-Dealer Program	88
Cedar Rapids Block Co.	Rudiger-Lang Co.	88
E	S	
Evans Products Co.	Santiam Lumber Co.	95
Evans Rule Co.	Schlage Lock Co.	95
F	Shakertown Corp.	95
Fastener Corporation	Smith Chemical Works, Inc.	95
Fastway Fasteners, Inc.	Geo. B.	95
Filon Plastics Corp.	Smith Lumber Co., Ralph L.	97
Flinkkote Co., The Building Materials Division	Sonoco Products Co.	97
Flinkkote Building Materials, a Div. of The Flinkkote Co.	Southeastern Tool & Die Co.	94
Float-Away Door Co.	Southern Coatings & Chem. Co.	94
Formica Corp., The	Southern Door-Lite Co., Inc.	5
Fry Roofing Co., Lloyd A.	Southern Metal Products Corp.	61
Fulton Chemical Co.	Southern Pine Assn.	61
G	Southern Sash Sales & Supply Co., Inc.	1
Gane Nail Sales Co.	Sterling Corp., John	44
Gardner-Martin Asphalt Corp.	Sterling Factories	90
General Tire & Rubber Co.	Sun Studs	90
Georgia-Pacific Corp.	Superior Aluminum Prods., Inc.	79
Gering Plastics, Inc.	Superior Fireplace Co.	97
Grand Rapids Hardware Co.	T	
Grant Pulley & Hardware Corp.	Tarter, Webster & Johnson, Inc.	87
H	Teco Plywood	87
Hassinger Wholesale Co., Inc.	Tennessee Coal, Iron & Railroad Div., U. S. Steel Corp.	35
Homasote Co.	Tennessee Stove Works	92
Huttig Sash & Door Co.	Trinity White Div., General Portland Cement Co.	91
Hyde Mfg. Co.	Truss Connectors of America	98
I	U	
Independent Nail & Packing Co.	Ualco Aluminum Windows	1
Indiana Lumbermen's Mutual Insurance Co.	Union Lumber Co.	87
Industrial Products Co., Inc.	U. S. Gypsum Co. (Glatex)	86, 87
International Paper Co., Long-Bell Div.	U. S. Plywood Corp.	81
International Paper Co., Wood Preserving Div.	United States Steel Corp., Tenn. Coal, Iron & Railroad Div.	85
Insulite Division of Minnesota and Ontario Paper Co.	V	
J	Vancouver Plywood Co.	8
Johns-Manville, Inc.	Versa Products Company	4
Johnson Co., C. S. (Koehring Subsidiary)	Vestal Manufacturing Co.	89
K	Vulcan Metal Products, Inc.	19
Kennatrack Corp.	W	
Kerstone Steel & Wire Co.	Wabash Screen Door Co.	80, 81
Kitchen Compact, Inc.	Want Ads	86
Knappe & Vogt Mfg. Co.	Washington Steel Prods., Inc.	86
Koopers Co., Inc.	Weather-Proof Co.	66
Polyethylene Div., Durethane	West Coast Lumbermen's Assn.	82
Wood Preserving Div.	Western Pine Association	82
Kordite Company	Western Veneer & Plywood Co.	82
L	Weyerhaeuser Co.	82
Lee Millwork Corp.	Lumber & Plywood Div.	96
Libbey-Owens-Ford Glass Co.	Wilhold Glues, Inc.	96
Litton Oil Co., Asphalt Products Div.	Willamette National Lumber Co.	96
Louver Manufacturing Co.	Willamette Valley Lumber Co.	100
M	Wing Co., Inc., Sam A.	94
Maftex Insulation Board Sales Co., Inc.	Z	
	Zonolite Company	8
	Zuber Lumber Co.	8

140 YEARS OF EXPERIENCE SERVING THE SOUTH

It pays to do business with people who have experience in your market.

These seven Bestwall representatives (one from each of our Southern District offices) have been with us a total of 140 years—all of it in the South.

We're proud of their stability and loyalty—loyalty not only to us but to their customers and the Southern building trade.

They're typical of all Bestwall representatives in the South—men with solid experience in your market, who have the respect of the folks they do business with. And because they've done such a fine job of serving you, our sales have been climbing. We tip our hat to you and to them.



P. E. Read
Brunswick office (33 years)



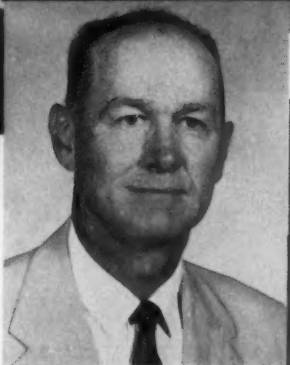
J. R. Johnson
Atlanta office (22 years)



J. W. Barnes
Kansas City office (13 years)



H. O. Olson
Jackson office (6½ years)



J. L. Dunn
Dallas office (23 years)



G. L. Fuhri
St. Louis office (24 years)



C. F. Stuebing
Houston office (19 years)



BESTWALL GYPSUM COMPANY
Ardmore, Pennsylvania

Plants and offices throughout the United States



You get sales-proven display models with *National* Hardware

56 different display models are now available to National Manufacturing Co. dealers. These attractive display units show off the finish, workmanship and mechanical features of many fast-sellers in the National line. A display model shows your customers how a particular item looks when installed; it lets them "try out" sliding door sets. Stop hiding your merchandise—put National hardware out where your customers can see it, try it, buy it.

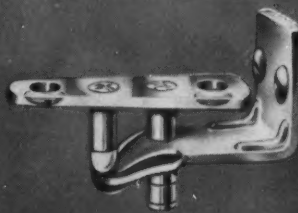
Join the swing to National Manufacturing Co.
Write for free catalog.



NATIONAL MANUFACTURING CO.

14011 First Ave. Sterling, Illinois

another new product from National Manufacturing Co.



SWING 'N' STAY HINGE

Developed by National to meet the popular demand for a quiet, easy-action stop lock hinge. The No. 128 Swing 'N' Stay Hinge has no spring to break; easy to install; adjustable for doors $\frac{3}{4}$ " to $1\frac{1}{2}$ " thick.



